65

BROADCASTING

combined with

Broadcast Advertising

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WASHINGTON, D. C.
OCTOBER 1, 1934

Canada and Foreign $4.00 the Year

$3.00 the Year
15c the Copy

THE JOHN CRERAR
OCT 1 1934
LIBRARY

Empire Gold Company • EMPIRE STATE BUILDING • 350 Fifth Ave., New York, N. Y.

Mr.Theodore Herbert
Station WOR
1440 Broadway
New York, N.Y.

September 17,1934.

Dear Mr.Herbert:-

It has been our intention for some time to address you concerning the excellent results we are enjoying through our radio advertising over WOR.

At the present time we are using eight radio stations in the metropolitan area in conjunction with our other advertising media. We feel that it will be gratifying to you to know that WOR ranks first in production for us, both in volume and quality of returns. Gold jewelry and scrap brought to us for assay by customers reaching us as a result of WOR is of the highest quality.

Naturally, it is because air advertising over WOR has yielded us such extraordinary returns that we have increased our schedule from one fifteen minute period per week with which we started some months ago, to the point where we are now appearing five times a week over your Station, using morning, afternoon and evening periods.

In addition to these five broadcasts we can now acknowledge receipt of your contract for a fifteen minute period on Sundays, starting October 11th preceeding your broadcast of Father Coughlin.

We feel confident that your station will continue its good work for us.

Cordially yours,

EMPIRE GOLD COMPANY

BY: [signature]

GD:MT

"WOR brings in the Most Customers" . . .

says the Empire Gold Company, "and their gold is of the highest quality."

This company advertises its gold-buying service over WOR and seven other metropolitan stations. In order to find out exactly how much business each station is producing, Empire asks all customers who come in to sell gold how they happen to know Empire. The answers are carefully recorded with the amount of the purchase.

Hence, Empire speaks from the record when it says WOR is its best producing medium—more productive than any of the seven other metropolitan stations it is using, including two network stations.

Already on WOR five times a week with programs spotted in both day and evening periods, the Empire Gold Company is now taking an additional Sunday afternoon period. It is making WOR the backbone of its entire Fall advertising campaign.

Why not let Empire's experience save you expensive experimenting in your efforts to reach "the better part of the New York Metropolitan Market"?

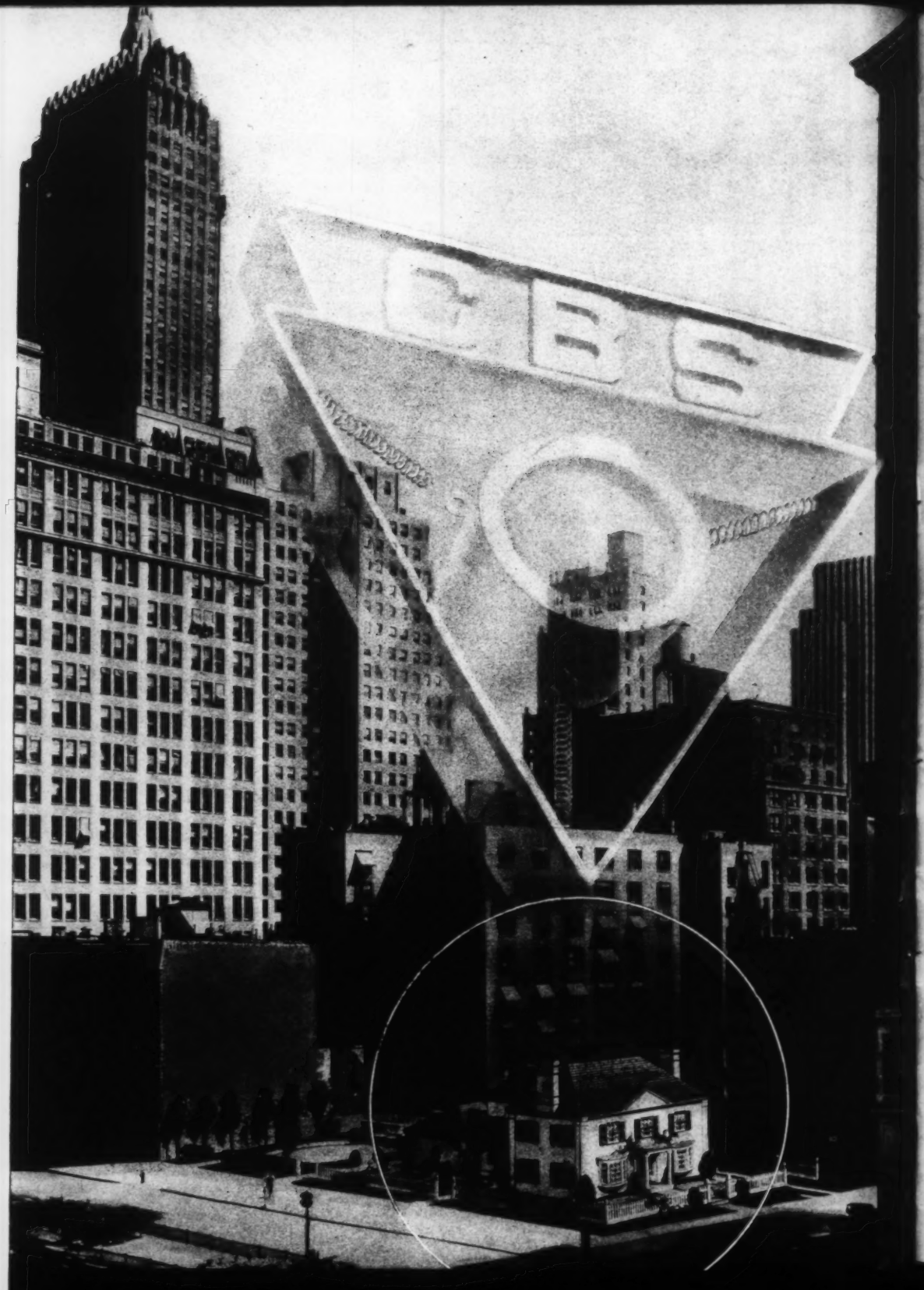
WOR

1440 BROADWAY, NEW YORK CITY

BAMBERGER BROADCASTING SERVICE, INC., NEWARK, N. J.

CHICAGO: Wm. G. Rambeau, 360 N. Michigan Ave. BOSTON: James F. Fay, Statler Bldg.

XUM



Sponsored broadcasting from 'America's Little House'

THE HOUSE THAT COULDN'T BE BUILT

They planned it for years—and were called dreamers. They held to a vision, this group of thoughtful women, and were called visionaries—while their numbers and their vision grew.

Snuggle a little white house against the base of New York's giant skyscrapers? A bit fantastic. Build a little white house with a rolling green lawn and a white picket fence in the thundering heart of Manhattan? It would take a forty story building just to meet the taxes on the ground! Set a little white chick of a home in the very shadow of the Chanin tower—almost at the door of the Grand Central Terminal—just to let the public *come and look?* Dear ladies!...

* * *

"The house that couldn't be built" now hums to the beat of hammer and saw—walls and doors up, roof already timbered, windows cut—sturdy oak and yellow pine flashing in the sun at 39th Street and Park Avenue—as work speeds to swift conclusion. The dream that couldn't come true—a modern model house for all America—has already been dedicated by Mrs. Roosevelt, wife of the President of the United States, as its hearthstone was laid and as millions of women listened to a nationwide broadcast of the ceremony.

The group of valiant and unselfish women who lead the New York Committee of the Better Homes in America movement have quietly imposed a gentle will, a personal ideal, upon the impersonal pageant of the largest city in the world.

In America's Little House, scheduled for completion early in October, women from every corner of America will see reflected their own homes... present or future... in whole or in part... with improvements they will want... with equipment they will buy... with economy they will duplicate in their own cities and towns from coast to coast.

The Columbia Broadcasting System is proud to have extended its facilities to the Better Homes Committee in this significant and splendid project. It is proud to give America's Little House one voice which is ten million voices—in a regular series of broadcasts from this national *center* of home interest—this national *symbol* of home building and home modernizing.

It is our privilege to offer the opportunity of sponsored broadcasting, on an exclusive basis, from this "premium" origination point—through a studio specially built into The Little House. Columbia Broadcasting System offices in New York or Chicago will gladly provide further information.

– is available through

THE COLUMBIA BROADCASTING SYSTEM

XUM

To take the risk out of buying eggs pure food laws require that a farmer shall "candle" his eggs before sending them to market.

To take the risk out of buying time the best stations require "audience-measurement" through an unbiased organization.

THE PRICE-LUNDEEN METHOD OF "AUDIENCE-MEASUREMENT" IS AGENCY-APPROVED

Cover All 3 Thirds

WITH YOUR LOS ANGELES RADIO INVESTMENT

As a bonus, KNX also gives coverage of the entire western market . . .

In the Los Angeles market there are 3 areas of approximately equal size. (300,000 families each).

1st—the 10-mile radius which is reachable with only 1000 watts.

2nd—a radius of the next 30 miles, which requires *over* 1000 watts at *night time* as well as day.

3rd—is the area included in the next 100-mile radius, which requires 50,000 watts to reach. Your Los Angeles program must cover *all three* to give you the results you are entitled to.

KNX Gives Coverage of all 3—in equal proportion

Analysis of total KNX mail from these three areas of primary coverage shows that one-third of it comes from each area: proving KNX coverage in direct proportion to population. Complete coverage of all three areas that is obtainable *only* with 50,000 watts.

Comparison of mail received by one advertiser using same program over KNX and another L. A. station (that is reported as having best city coverage of any) showed KNX pulled the most response. Another advertiser, using same program at same time over two other L. A. stations received 54% of response from KNX, 38% from station "B" and 8% from station "C." Definite, indisputable evidence of KNX coverage in Los Angeles city *and* its entire trading area.

Additional Coverage Throughout the West

A breakdown of 20,479 letters pulled by KNX shows how it blankets this entire area in direct proportion to population:

States	*Percent Radio Receiving Sets in Western States*	*Percent of clients mail from each State*
Arizona	1.3	2
California*	*55	*34
Idaho	2.5	10
Montana	3	11
Nevada	0.2	2
New Mexico	1	1
Oregon	9	13
Utah	3	3
Washington	12	16
Wyoming	1	1
Canada	...	4
Other States	...	3

*KNX makes no claim of *complete* coverage of the San Francisco metropolitan area which has about one-third of broadcast receivers in California.

"THE VOICE OF HOLLYWOOD"—*Speaking with 50,000 Watts on National Cleared Channel*

Hollywood, California

GREIG, BLAIR & SPIGHT, *Representatives*

SAN FRANCISCO OFFICE
Lindsay Spight,
485 California St.

CHICAGO OFFICE
John Blair
520 North Michigan Ave.

NEW YORK OFFICE
Humboldt J. Greig
Chrysler Bldg.

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"Free & Sleininger do more than 'represent'... they become *their Stations"*

Paul G. Gumbinner

Paul G. Gumbinner
In charge of radio
Lawrence C. Gumbinner
Advertising Agency

	Population of Primary Daytime Coverage Area
WOC-WHO DES MOINES *NBC Basic Red Network*	4,389,108
WGR-WKBW BUFFALO *CBS Basic Network*	1,544,828
WHK CLEVELAND *CBS Basic Network*	2,069,345
WIND GARY—WJJD CHICAGO *(WIND) CBS Supplementary Group*	5,837,199
WAIU COLUMBUS *Predominant in Central Ohio*	1,433,606
WDAY FARGO *NBC Northwestern Group*	928,867
WKZO KALAMAZOO *The Voice of Southwestern Michigan*	346,406
KMBC KANSAS CITY *CBS Basic Network*	1,320,130
KFAB LINCOLN-OMAHA *CBS Northwestern Group*	2,522,075
WAVE LOUISVILLE *NBC Southcentral Group*	925,717
WTCN MINNEAPOLIS-ST. PAUL *The Twin Cities Newspaper Station*	2,137,792
KOIL OMAHA-COUNCIL BLUFFS *NBC Basic Blue Network*	1,363,985
WMBD PEORIA *CBS Basic Supplementary Group*	464,352
***CKLW WINDSOR** *(Detroit Trading Area)* *CBS Basic Network*	4,372,000

* Represented in Chicago and Middle West Territory only.

Gumbinner clients look upon the Gumbinner organization as an integral part of their businesses, not merely an outside "agency." They respect—and find invariably helpful—the Gumbinner intensity, as attested by the long years this agency has served the majority of its accounts.

The same thoroughness that goes into planning, merchandising and ideas, has gone into its radio work. Quietly, without ballyhoo, dollars spent for radio by this agency's client are made to do the job for which they are appropriated.

As Paul G. Gumbinner further said about Free & Sleininger, "We like the way you tackle the jobs for which we call on you ... you work as we do."

Thus has the attitude of genuine service pervading the Free & Sleininger organization appealed to many an advertising agency and advertiser. From coast to coast the eighteen Free & Sleininger representatives are ready at the drop of a hat to take over *your* problems. Ask them about the unique new Unit Merchandising Service. Let them show you why you always can choose a Free & Sleininger station with confidence.

FREE & SLEININGER, INC. *Radio Station Representatives*

NEW YORK	CHICAGO	DENVER	SAN FRANCISCO	LOS ANGELES	SEATTLE
Chrysler Bldg.	180 N. Michigan Ave.	Charles Building	Russ Building	Chamber of Commerce Bldg.	Stuart Building
Murray Hill 2-3030	Franklin 6373	Keystone 6028	Sutter 5415	Richmond 6184	Elliott 6613

BROADCASTING
and
Broadcast Advertising

Vol 7 No. 7 WASHINGTON, D. C., OCTOBER 1, 1934 $3.00 PER YEAR—15c A COPY

Roosevelt Gives Broadcasters Confidence

By SOL TAISHOFF

Commercial System Seen Safe, Business Prospects Fine; J. T. Ward Named NAB President; Dill Stirs Delegates

HEARTENED by clear-cut expressions of confidence in the American system of broadcasting from President Roosevelt and from key men in his administration who addressed them, some 400 of the nation's broadcasters, who met in Cincinnati Sept. 16-18 at the 12th annual convention of the NAB, returned to their respective stations confident that their industry is firmly entrenched and aware of the fact that they had attended the most successful and important annual meeting in NAB history.

Confidence for Hearing

FEAR of undue government interference with the industry and the present system of operation, exaggerated and intensified by the constant sniping of opposition forces espousing government ownership, was genuinely dispelled as a half dozen federal officials, representing every branch of radio regulation, spoke before the convention and asserted themselves in blunt terms.

Their words instilled in the delegates also a new confidence with respect to the forthcoming hearings before the Broadcast Division of the FCC, at which proposals for allocation of specific blocks of channels to religious, educational and other so-called "non-profit" groups will be considered and passed along to Congress. All in all, the record of the proceedings of the convention itself appeared to be an unimpeachable case for the broadcasting industry as it exists today.

The unbounded confidence in the future also was augmented by the showing that business prospects for the fall indicate a 40 per cent increase in revenue. This was disclosed in the referendum conducted by BROADCASTING during the convention through use of an automatic voting machine.

Dill's Speech Stirs

MANY significant actions designed to stabilize further the industry, notably in its dealings with advertisers and agencies, took the form of formal resolutions adopted at the closing session. Steps were taken to bring about a condition whereby stations can broadcast "spot" news, whether through the creation of an exclusive radio press association or through outright purchase of news from existing press associations and under sponsorship, after Senator Dill (D.), of Washington, had brought the broadcasters to their feet with a pointed and courageous denunciation of the existing situation. Preparations were made for safe and sane treatment of the musical copyright situation, contingent upon the outcome of the pending anti-trust suit against ASCAP launched by the government.

In the sphere of the business of broadcasting, the convention adopted resolutions pledging cooperation with the Federal Trade Commission in its efforts to eliminate fraudulent, untruthful or wilfully misleading advertising from the air; directed the appointment of a committee to discuss with the American Association of Advertising Agencies and the Association of National Advertisers the feasibility of setting up a "circulation" bureau for the industry and for determining the character of coverage information they desire; setting up standardization of units of sale and rate card practices for station rates; prompt establishment of an agency recognition bureau within the NAB; reaffirming the resolution it adopted last year asking elimination of restrictions on announcements of electrical transcriptions; and recommending that the merchandising cooperation of stations with advertisers be limited to activities that do not entail direct expense and that where there is direct expense the advertiser bear the cost.

Elected president of the NAB for the ensuing year was J. Tru-

NAB Officers and Directors, 1934-35

Officers

J. Truman Ward, WLAC, Nashville, president.
Lambdin Kay, WSB, Atlanta, first vice president.
Charles W. Myers, KOIN, Portland, Ore., second vice president.
Isaac D. Levy, WCAU, Philadelphia, treasurer. (Re-elected).
Philip G. Loucks, Washington, managing director. (Reappointed.)

New Directors (3-year terms)

Alfred J. McCosker, WOR, Newark.
Leo J. Fitzpatrick, WJR, Detroit.
Harry C. Butcher, WJSV, Washington.
John J. Gillin, Jr., WOW, Omaha.
S. G. Persons, WSFA, Montgomery, Ala.

New Directors (1-year terms)

Stanley E. Hubbard, KSTP, St. Paul.
Harold Wheelahan, WSMB, Birmingham.
Powel Crosley, Jr., WLW, Cincinnati.

Directors Continuing

William S. Hedges, WEAF, New York.
H. K. Carpenter, WHK, Cleveland.
Arthur B. Church, KMBC, Kansas City.
Frank M. Russell, WRC, Washington.
I. R. Lounsberry, WGR-WKBW, Buffalo.
J. Thomas Lyons, WCAO, Baltimore.
I. Z. Buckwalter, WGAL, Lancaster, Pa.

NAB BOARD FOR 1934-35—Seated left to right: Lambdin Kay, WSB, first vice president; Philip G. Loucks, managing director; J. Truman Ward, WLAC, president; Isaac D. Levy, WCAU, treasurer; Charles Myers, KOIN-KALE, second vice president. Standing, left to right: H. K. Carpenter, WHK; Frank M. Russell, NBC; S. G. Persons, WSFA; Stanley E. Hubbard, KSTP; William S. Hedges, NBC; Alfred J. McCosker, WOR (retiring president); J. Thomas Lyons, WCAO; I. R. Lounsberry, WGR-WKBW; Arthur B. Church, KMBC; John J. Gillin, WOW; Harry C. Butcher, CBS; Harold Wheelahan, WSMB. Board members absent when photo was taken were Powel Crosley, Jr., WLW; Leo J. Fitzpatrick, WJR; I. Z. Buckwalter, WGAL.

man Ward, directing head of WLAC, Nashville, a member of the NAB board of directors for the last two years. He succeeds Alfred J. McCosker, WOR, Newark, who declined to run after serving two successive terms, despite the entreaties of members and friends who believed it would be unwise to "change horses" at this time. Mr. McCosker, however, held that his duties at WOR, together with the fact that he had served two terms, made it desirable for him to retire.

Mr. Ward was placed in nomination by the nominating committee, but was opposed in the balloting by H. K. Carpenter, WHK, Cleveland, who was nominated from the floor. Also nominated from the floor was Leo J. Fitzpatrick, WJR, Detroit, retiring first vice president. Mr. Fitzpatrick, however, declined the nomination on the ground that he would be unable to devote the requisite time to the task during the ensuing months that loom large from the regulatory standpoint.

Elected along with Mr. Ward were Lambdin Kay, WSB, Atlanta, first vice president; Charles W. Myers, KOIN-KALE, Portland, second vice president, and Isaac D. Levy, WCAU, Philadelphia, re-elected treasurer. Mr. McCosker and Mr. Fitzpatrick were elected members of the board.

Loucks Reappointed

AT THE FIRST meeting of the new board of directors held immediately following the convention, Philip G. Loucks, able young managing director, was reappointed for his fifth consecutive term, after being highly commended for his work in increasing the membership of the association from a scant 62 in 1930 to 370 at present, and building it from a makeshift and virtually unknown organization to its present stature. He was reappointed at his present salary.

Simultaneously, the new board decided against retaining Oswald F. Schuette for the ensuing year. Engaged two years ago at $18,000 per year to handle copyright negotiations with ASCAP, Mr. Schuette last year was placed on a part-time basis at $6,000. Because of the filing of the government suit against ASCAP last month, it was decided his services are no longer needed.

The board accepted the voluntary offer of Henry A. Bellows, chairman of its legislative committee, to assist in the preparation and presentation of the industry's case at the FCC "25 per cent" hearing. Mr. Bellows resigned as vice president of CBS last month and is being considered for a permanent post with the NAB as its legislative officer and to handle other trade association functions. This decision, it is expected, will be made at the next meeting of the board in Washington late in October.

Keynote of Convention

WHAT PROVED to be the keynote of the convention was sounded by President Roosevelt himself in a letter to President McCosker, read at the opening session. Unquestionably sinking much of the hope of commercial radio's opponents, the President expressed his "great faith in the American system of broadcasting." And that system, he said, assures an equality of freedom "similar to that freedom which has been and is the keystone of the American press." And to top that off, the Chief Executive said he was not unmindful of the benefit radio gives all the people and to all classes of business—"a stimulation of buying power and its assistance to commerce generally."

Thereafter five government officials echoed these identical views in different language. In turn, they were Chairman Hampson Gary of the FCC Broadcast Division; Senator Dill; Sol A. Rosenblatt, division administrator of NRA, in charge of amusement codes; Col. Thad H. Brown, vice chairman of the FCC Broadcast Division, and Federal Trade Commissioner Ewin L. Davis, former member of Congress and co-author of the Radio Act of 1927. Abstracts of these addresses are published elsewhere in this issue.

President Roosevelt's Message

THE WHITE HOUSE
WASHINGTON

Hyde Park, New York,
September 14, 1934.

My dear Mr. McCosker:

It gives me pleasure again to extend to you and the members of the National Association of Broadcasters assembled in convention at Cincinnati, Ohio, my heartiest greetings. A year ago, in a brief message to you, I made the statement that I was looking forward to your continued cooperation in assisting the Government to present to the people of the United States honest discussions of all phases of national problems we would face and their solutions.

The cooperation given by your members in these discussions, over the past 12 months, has given me great faith in the American system of broadcasting. I know, as you must, that the American system of broadcasting is a regulatory system and by its every fundamental principle relegates the thought of censorship to the background of the minds of everyone who really knows and appreciates your policies and daily problems. The American system of broadcasting assures an equality of freedom similar to that freedom which has been and is the keystone of the American press.

I am not unmindful of another benefit which radio gives all the people and to all classes of business. That is a stimulation of buying power and its assistance to commerce generally.

I know this convention will carry forward another year of successful achievement and assure you that you have my good wishes and those of the entire country.

Very sincerely yours,
FRANKLIN D. ROOSEVELT.

Mr. Alfred J. McCosker,
President, National Association of Broadcasters,
Washington, D. C.

Cites FCC Hearing

IN FORMALLY opening the convention, President McCosker brought out that the broadcasting industry, as such, actually is but a dozen years old—dating from the organization of the NAB. In that span, he pointed out, the radio audience has grown from about 60,000 to more than 50,000,000 persons, who listen in on some 18,500,000 sets. He pointed to the significant work of the NAB during that time and said that it was his opinion that there would not be a private broadcasting industry today had it not been for the work of the trade association.

"Broadcasting," said Mr. McCosker, "is the most regulated of American industries. We have no quarrel about that. But we must be on the alert to prevent over-regulation. It is only a short step from proper regulation to that character of federal control which might impair, if not wreck, our freedom of action."

TROPHY WINNER—With a score of 69, after a handicap of 30, Lewis Allen Weiss, WJR, won the silver trophy awarded annually by BROADCASTING Magazine at the NAB golf tournament. Story with full details on page 20.

Alluding to the "25 per cent" hearings, Mr. McCosker said activities must be directed on the Washington front, where the opponents of the industry have concentrated their efforts. Coupled with this, he declared, must be "judicious control of our program and commercial methods through our own efforts, but we have done an effective work during the past two years in spiking the guns of the opposition on these scores by our self-imposed housecleaning program."

"During our three-day session," Mr. McCosker concluded, "we will take inventory of the last year and devise plans for the future. We have many problems, some of which have been with us from the beginning. All of them converge at the same point: means of providing maximum service to our patrons, the listeners, while maintaining our freedom of action, and enjoying the constitutional privilege of reasonable profit on our investments and for our labors."

It was Senator Dill's address on news by radio that took the convention by storm. [Senator Dill's speech is published in full in this issue.] The speech brought sharp retorts from the Publishers National Radio Committee, conducting the Press-Radio Bureau criticized by the Senator and from other pro-press groups, whose replies are also published in this issue.

The ultimatum laid down by Senator Dill was that either the press associations must change the terms of the press-radio agreement which he said supplied only "stale" news, or stations must create their own means of securing news entirely independent of them. He suggested that the NAB either appoint a committee with power to organize a non-profit, cooperative, station-owned news organization, or empower its board to take action. With a minimum of 100 stations, he declared, such a co-operative news organization could furnish full service, open to sponsorship at a cost of $25 per week for small stations and $50 to $75 per week for large ones.

Called Broadcasters' Duty

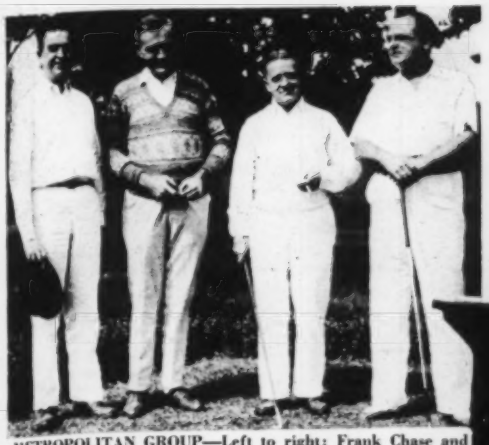
MOREOVER, Senator Dill said that news by radio as it should be provided would do more than any other single thing to perpetuate the American plan of radio. He called it the duty of stations to present news in the "public interest, convenience and necessity." He pointed to the value of such a program service in answering the demand of educators for 25 per cent of the existing facilities, which is the salient issue at the Oct. 1 hearings before the FCC.

Concluding his sensational address, Senator Dill stated that continuation of the American plan of broadcasting depends on popular support. "News by radio will do more to maintain and strengthen that plan than any other feature broadcasters can use," he said. "I urge you: seize it, use it, glorify it."

At its meeting following the convention, the NAB board studied the Dill suggestion for creation of a news-gathering organization. It found that there was pending before it a resolution adopted in May providing for the appointment of a committee to investigate the radio-press situation generally and that no new authority was necessary to comply with the suggestion. It was announced that such a committee shortly would be appointed by President Ward.

Reassuring word was received by the industry from Commissioner Gary in his address at the opening session. He reiterated his previously expressed view that talk of censorship of the air was pure imagination on the part of some individuals. He promised nothing revolutionary in the functioning of the FCC. It was his first introduction to the broadcasters since he assumed office last July and he made a most favorable impression.

Concluding the opening session Monday, Sept. 17, was William Hard, noted journalist and radio commentator, who addressed the

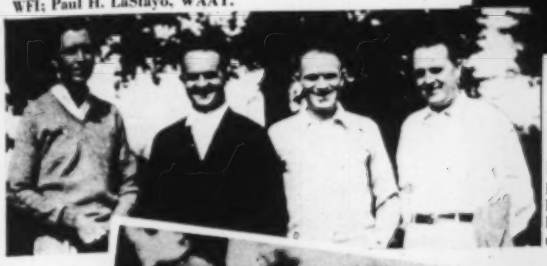


METROPOLITAN GROUP—Left to right: Frank Chase and Lloyd Egner, NBC transcription department; Ednyfed Lewis, WFI; Paul H. LaStayo, WAAT.

MINCES NO WORDS

Senator Dill commands intense interest as he abjures radio to organize its own news service.

FIRST FORESOME—Left to right: E. D. Jencks, WTCN; W. J. Damm, WTMJ; Earl C. Gammons, WCCO; Arthur Kemp, KHJ.



NETWORK QUARTET

Left to right: Harry Butcher, CBS; Frank Russell, NBC; M. R. Runyon, CBS; Niles Trammell, NBC.

FROM OUT OF THE WEST—Seated, left to right: Hugh Halff, WOAI; Naylor Rogers, KNX; H. J. Quilliam, KOMO-KJR; Mrs. J. Jacobsen, KFBB; P. J. Meyer, KFYR; Phillip Lasky, KDYL. Standing, left to right: William Way, KVOO; Sidney Fox, KDYL; Ed Craney, KGIR; Guy Earl, KNX; C. W. Myers, KOIN-KALE; T. W. Symons, KFPY.

SQUATTERS—Left to right: J. Leslie Fox, WGAR; John Patt, WGAR; Jack Stewart, WCAE; Henry Christal, Edward Petry & Co.

BROADCASTERS ET AL—Seated, left to right: Ed Voynow, Edward Petry & Co.; Dean Fitzer, WDAF; Mrs. A. T. Hild, WLIT; Isaac D. Levy, WCAU. Standing, left to right: Roy Thompson, WFBG; K. C. Sink, WFBG; Father J. A. Wagner, WHBY; Ednyfed Lewis, WFI; H. J. Brennen, WJAS-KQV; Benedict Gimbel, WIP; A. P. Cox, Cox & Tanz.

MICHIGAN WELCOME—Leo Fitzpatrick, WJR, Detroit, cordially felicitates Harold Gross, operator of the new WJIM, Lansing.

IOWA RIVALS—James C. Hanrahan, KSO-KWCR, shakes hands with Joe Maland, WOC-WHO.

FOUR VP'S AND ONE TO CARRY—Left to right: Frank Russell, Edgar Kobak, Niles Trammell, Frank Mason, Donald Withycomb, all NBC.

WITH ALL THE LADS—L. B. Wilson, WCKY, surrounded by happy caddies with whom he is highly popular at the Twin Oaks Club.

MORE WESTENERS—C. W. McDowell, KFOX; Richard Lewis, KTAR; C. P. McGregor, McGregor & Sollie.

convention on "Radio and Human Liberty." Peering into the future of radio in international affairs and as a tool of diplomacy, he said the extension of liberty in radio in the world is "hinged upon the preservation of liberty in radio in the United States"—the only nation which does not have a nationalized radio system.

President McCosker then appointed committees for the convention. These included:

Resolutions—Henry A. Bellows, NAB, chairman; Donald D. Davis, WHB, Kansas City, and W. P. Williamson, Jr., WKBN, Youngstown.

Nominating—H. J. Brennen, WJAS, Pittsburgh, chairman; Charles Burke, WDAY, Fargo, N. D.; L. A. Benson, WIL, St. Louis; Dr. Leon Levy, WCAU, Philadelphia; H. W. Slavick, WMC, Memphis; H. J. Quilliam, KOMO-KJR, Seattle, and Glenn Snyder, WLS, Chicago.

Credentials—I. R. Lounsberry, WGR-WKBW, Buffalo, chairman; Hugh A. L. Halff, WOAI, San Antonia, and John E. Fetzer, WKZO, Kalamazoo, Mich.

Elections—The Rev. James A. Wagner, WHBY, Green Bay, Wis.; William H. West, KSD, St. Louis, and P. J. Meyer, KFYR, Bismarck.

From Managing Director Loucks the convention heard a word-picture of industry activities during the preceding year. Speaking at the afternoon session Sept. 17, Mr. Loucks explained that 1934 has been the busiest year in the history of the NAB. He gave account of his stewardship in his fourth annual report. Due to enlarged activities, and in spite of the increased membership, Mr. Loucks brought out that the income from dues failed to meet operating expenses during the first nine months of the year. As of Sept. 1, income amounted to $35,139.81, while expenses totaled $39,598.13. He recommended a change in the method of paying dues, based on published card rates of stations which would produce approximately $60,000 annually. This amendment subsequently was adopted by the convention.

State Groups Urged

CREATION of state NAB committees to operate as branches of the NAB but also to keep abreast of purely intrastate radio problems was advocated by the managing director. Two such committees already have been created—in New York and Alabama. He urged that immediate plans be made for formation of such committees in every state.

Invading commercial problems, Mr. Loucks cited agency recognition, and the creation of a cooperative bureau for coordinating station surveys and listening data as the most important. The convention subsequently took action on both, as reported in this issue.

In a detailed report on legislation, Mr. Bellows said the last year entailed more hard work on the part of the Legislative Committee than any other since broadcasting began. A triumvirate, consisting of himself, Mr. Loucks, and Frank M. Russell, NBC Washington vice president, he explained, was in almost constant session during most of the year to devise means of meeting the constantly recurring legislative problems and those which directly or indirectly tied into legislation.

The history of the Communications bill enacted last June, which created the FCC, was enumerated by Mr. Bellows, along with a dozen other pieces of legislation affecting the regulatory or business side of broadcasting. He dwelled at length upon the so-called Wagner-Hatfield amendment to the FCC bill, which would have allocated 25 per cent of all facilities to nonprofit organizations but which was effectively blocked after the most sanguinary fight in radio annals. In this fight, Mr. Bellows gave full credit to Senator Dill, who led the battle on the Senate floor.

Discussing future policies and legislative prospects, Mr. Bellows said that new problems, both Federal and State, must be met which will be more serious and more acute than any of the past. The New Deal, he said, embraces an "era of unprecedented legislative experiment." The broadcasting industry must justify its existence, and, beyond that, prove that any material change in the present method of operation would "hurt the public."

Alluding to the Oct. 1 hearing, Mr. Bellows said: "It is one of the most important events in the entire history of American broadcasting. It is up to us, not merely to present a case which will justify the Commission in recommending no material changes in the law as it affects broadcasting, but still more to establish so strong a record that we shall have a conclusive answer to every attack which can be made on our industry."

At the next session of Congress, Mr. Bellows predicted, more attacks will be made upon the industry, regardless of what the Commission may recommend as a result of the "25 per cent hearings." The so-called Tugwell bill, which failed at the last session, after repeated alteration, and which was designed to straitjacket the manufacture, sale and advertising of foods, drugs and cosmetics, he declared, will be reintroduced, "possibly in more drastic form than ever." There will be proposals for automatic copyright, inimical to the interests of broadcasters, to be combatted, and sundry other legislative propositions that will get closest scrutiny.

Full-Time Man Needed

MR. BELLOWS then explained he had served as legislative chairman for six years without compensation and while employed otherwise in the industry. "I do not believe you can afford to entrust this duty longer to any one man whose first responsibility is elsewhere," he said. "This is partly because the work itself requires too much time, and partly because it cannot be properly done with divided responsibility."

"By far our biggest job lies ahead," said Mr. Bellows, "not only in dealing with specific legislation, but in that kind of public education and active, intelligent cooperation with educational, religious and other cultural groups, which alone can in the long run really

AMONG AGENCY FOLK PRESENT—The 1934 NAB convention attracted more agency executives than any previous convention in NAB history. Here are a few of them snapped by our official photographer. Left to right: John Benson, president, A. A. A. A.; Robert Howard, Campbell-Ewald Co., Detroit; Charles Gannon, Erwin, Wasey & Co., New York, radio chairman, A. A. A. A.; Elizabeth Black, Ruthrauff & Ryan, New York; C. E. Midgley, Batten, Barton, Durstine & Osborn, New York; Hubbell Robinson, Jr., Young & Rubicam, New York.

Business Boom Seen In Fall

Answers to Questions Propounded by BROADCASTING Indicate $100,000,000 Radio Year

RADIO BUSINESS this fall, based on time reservations and prospects, will eclipse any other corresponding period in radio history and will show an average increase of 40 per cent over the same period of last year, according to a survey made by BROADCASTING through use of an automatic voting machine during the NAB convention in Cincinnati Sept. 16 to 19.

If the same ratio of increase is maintained for the remainder of the 1934-35 radio year, the aggregate radio advertising revenue for the fiscal year will reach approximately $100,000,000, as against approximately $67,000,000 for the fiscal year July, 1933, to June, 1934.

This weighted average of increase was procured through answers to questions propounded by BROADCASTING, after consultation with the Association of National Advertisers, American Association of Advertising Agencies and the NAB. The referendum was arranged by BROADCASTING with the Automatic Voting Machine Corp., of Jamestown, N. Y., manufacturers of voting machines for all election purposes.

The question on business prospects for the 1934-1935 season was broken down into five parts. Of the whole, 6.3% of those voting said business would be up to 10% better this fall than last. According to 27.5% of the voters, business will be 10 to 20% better; while 41.7% indicated an increase of 20 to 50%. Increases between 50 and 100% were expected by 18.1%, and 6.3% said it would be over 100%. The weighted average of predicted increase was 40%.

Electrical transcriptions won a sweeping victory in the vote. In response to the question *Do you find electrically transcribed programs improving in listener favor?* 82% responded in the affirmative, with the balance voting "no". Asked whether they were in favor of changing the form of electrical transcription announcements, 83.2% responded "yes", and 16.8% "no".

On the provocative question of merchandising of program, which was the subject of a resolution during the convention itself, more than half of the voters held that advertisers should pay the full cost of merchandising. Of the aggregate, 52% held the advertiser should foot the entire bill, 38% favored partial payment and 13% thought no charge should be made at all.

A sweeping vote in favor of the creation of a non-profit cooperative organization which would combine listener data with signal strength measurements in determining station coverage and popularity was recorded. In response to this question, 72.1% voted affirmatively while 27.9% opposed such an organization. The preceding question asked whether the votor was in favor of signal strength measurements for determining station coverage, and 75% voted "yes", with the remaining 25% voting in the negative.

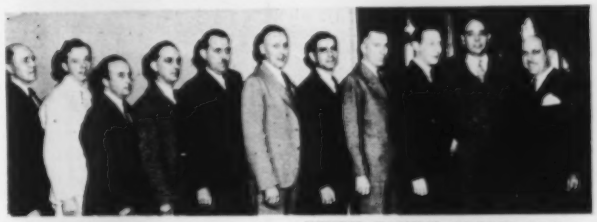
Standardization of units of sale of radio time was favored by 90% of the voters. On this same question, the NAB convention adopted a resolution endorsing such a plan as worked out by its Commercial Committee. Use of the standard order blank for spot broadcasting was endorsed by 58% of the voting delegates.

That the industry as a whole is everwhelmingly opposed to the press-radio program under which news is furnished at specified periods of the day to stations through the Press-Radio Bureau of the Publishers National Radio Committee, was indicated in the vote on the question *Do you favor sponsoring news broadcasts?* Since the Press-Radio Bureau service cannot be sponsored, 83 1-3% voted in the affirmative. Of the voting stations, only one-third subscribed to the Press-Radio Bureau service, while 24.4% subscribed to independent radio news services created during the last year.

CBS CONTINGENT—Left to right: William Schudt, WBT; E. S. Mittendorf, WKRC; Ed Spence, WPG; Earl Gammons, WCCO; Kelly Smith, WBBM; A. B. Stephenson, Radio Sales, Inc.; J. L. Van Volkenburg, KMOX.

THEY ALSO RAN—Left to right: John Harrington, KWK; Robert Convey, KWK; I. R. Lounsberry, WGR-WKBW; Sam Cook, WFBL; I. S. Roberts, KPRC; E. F. Bader, WAAW.

AT THE SPEAKERS' TABLE—Phil Loucks, NAB, and Leo Fitzpatrick, WJR, at extreme left, consulting seriously as John Shepard III, Alfred J. McCosker, WOR, Isaac D. Levy, WCAU, and Edward Spence, WPG, listen intently to Commissioner Gary's speech.



PETRY FAMILY GROUP—Left to right: William Way, KVOO; Lee Coulson, WHAS; H. J. Quilliam, KOMO-KJR; Martin Campbell, WFAA; Dean Fitzer, WDAF; E. H. Twamley, WBEN; Harry Stone, WSM; William West, KSD; Hugh Halff, WOAI; Henry Christal and Edward Petry.

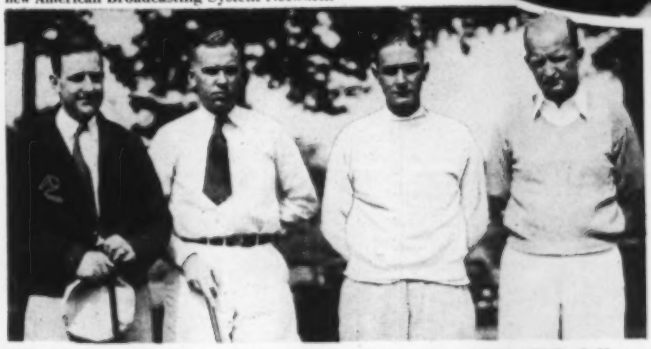
TELLING A GOOD ONE—Left to right: W. B. Lodge, CBS technician; William Schudt, WBT; A. B. Chamberlain, CBS chief engineer.

JUST ONLOOKERS—Left to right: Leo Tyson, Al Pearce's Gang; Clarence Cosby, KWK; Armand Belle Isle, WSYR; Howard Barth, WSYR; Charles Phillips, WFBL.

GOLFING SEPTET—Kneeling, left to right: Lewis Allen Weiss, WJR (trophy winner); Ed Voynow, Edward Petry & Co.; Joe Spadea, Edward Petry & Co. Standing, left to right: Duke M. Patrick, Washington attorney; George Sutton, Washington attorney; Lewis M. Crosley, WLW; E. K. Cargill, WMAZ.

ABS SMILES—The photographer missed Fred Weber who was telling a funny one to John Ryan, WSPD, and his chief, George B. Storer, operator of WMCA and the new American Broadcasting System Network.

AT THE 19TH HOLE—Left to right: L. B. Wilson, WCKY; Frank Mason, NBC; Henry Bellows, NAB; William S. Hedges, NBC; Donald Withycomb, NBC.



SERIOUS GOLFERS—Lester E. Cox, KGBX; William West, KSD; Willard Henges, Graybar Electric Co.; F. E. Johnstone, WLW.

TECHNICAL TRIO—Ed Cohan, CBS technical director, shakes hands with Charles Horn, NBC general engineer, as Joe Chambers, WLW, looks on.

FORMIDABLE FOUR—Left to right: Stanley Hubbard, KSTP; Jesse Kaufman, Hearst radio stations; R. L. Ferguson, WINS; Harry Woodman, KDKA.

"NO RADICAL UPHEAVAL"—Representing the FCC at the convention were, left to right, Hampson Gary, chairman of the Broadcast Division; Andrew D. Ring, assistant chief engineer in charge of broadcasting, and Col. Thad H. Brown, member of the Broadcast Division. Chairman Gary and Col. Brown were featured speakers, the former assuring the broadcasters that no radical upheaval of American radio is in view.

determine the course of legislation."

Submitting the report of the Engineering Committee of the NAB, Chairman Joseph A. Chambers, technical supervisor of WLW, Cincinnati, brought out, among other things, that the new high-fidelity receivers present a challenge to broadcasters, who must clean up their equipment and maintain precise operating standards to acquire the proper balance. Many stations, according to a survey, he said, are not being operated at maximum efficiency with existing equipment. The committee recommended that all stations place with their operating personnel the necessary testing and measuring equipment of latest type to assure maximum operating efficiency; that the Committee be instructed to complete a technical handbook on radio; and that future studies be made of high-fidelity operation.

Need for a system of cost accounting in the industry, particularly in view of the broadcasting industry NRA code, was emphasized by Mr. Carpenter, as chairman of the Cost Accounting Committee at the morning session, Sept. 18. He divulged the results of a questionnaire recently sent out to stations which disclosed diverse methods of handling accounts, and urged adoption of a resolution whereby the NAB would be empowered to evolve a system sufficiently flexible and adaptable for all stations. The resolution subsequently was adopted.

Commercial Resolutions

PRODUCING a sheaf of resolutions adopted at a meeting of the Commercial Committee, held Sept. 16, Arthur B. Church, chairman, presented his report at the morning session, Sept. 18. He explained that Mr. Loucks, John A. Benson, president of the AAAA, and Charles Gannon, radio director of Erwin, Wasey & Co., and chairman of the AAAA radio committee, met with the NAB committee at its Cincinnati session and assisted materially in its work.

Most important of the resolutions offered by the Church committee, subsequently adopted, was one providing that the NAB direct the chairman of the Commercial Section to appoint a committee of five "to study what is pertinent information for the advertising agencies and the advertisers who are buyers of radio advertising and to invite discussions with representatives of the AAAA and ANA, with a view to setting up a bureau for the broadcasting industry, such committee to report with recommendations to the board of directors for action as quickly as possible." This has to do with creation of a bureau, similar to ABC in the publication field, which would provide a standard method for development and presentation of station and listener data.

Other resolutions adopted by the convention after introduction of the Commercial Section's report already have been alluded to are published in full in this issue.

Benson's Observations

NEXT YEAR'S Commercial Section, Mr. Church declared, among other things will be called upon to consider problems incident to medical and certain other types of advertising, the commercial copy angles of which "should certainly receive much attention."

Following presentation of the Commercial Section report, Mr. Benson, although not scheduled for an address, was called upon by President McCosker to express views on current radio-advertiser-agency problems. He voiced particular pleasure over the action looking toward creation of a "coverage" bureau providing information comparable to that given by ABC.

Created 20 years ago, the ABC has given tremendous impulse to the publication field, he said. Very recently, he declared, the outdoor advertisers established a comparable yardstick which has brought new confidence to that medium. With these two media providing such information, he declared, radio cannot afford to be without a similar clearing house. Field strength surveys and listener habits studies both are indispensable to agencies and advertisers, but a sufficient number are not being made. The job, he declared, is to decide upon the method to be used for all stations, upon a national scale, perhaps through the NAB.

Radio has at hand a means of determining actual listening audience whereas the other media can only provide circulation figures and not guaranteed readership, Mr. Benson declared. The question has arisen, he said, as to why radio should give its actual audience when other mediums do not. "The reason," he declared "is that the advertiser feels he should know not only potential coverage, but actual circulation. If such is done radio will have a distinct advantage over the other two major media in bidding for the advertisers' dollar." With such information, he declared, 80 per cent of direct sales effort, through representatives or otherwise, might be saved.

Brown Reassures

OPENING the afternoon session Sept. 18, Col. Brown delivered an address in which he told the broadcasting industry that the challenge of private vs. public control of radio has been thrown out and that it is up to the broadcasters to meet it with leadership, better programs and more efficient service. He declared censorship has never seriously been a question at all and assured the broadcasters that it is not the Commission's desire to take from the station the right to control its activities.

It was when Federal Trade Commissioner Davis took the rostrum and departed from his prepared address to commend the industry for having cleaned house in commendable fashion that the assembled broadcasters were most pleasantly surprised. In the past an avowed opponent of commercial radio, with leanings toward Government operation, Judge Davis gave the industry what amounted to a "clean bill of health" on advertising, based on the work of his commission in surveying advertising continuities since last July. He said he had noticed a "very substantial improvement" in both radio advertising and in programs since the days he was so sharply critical of them.

Association politics, reaching unprecedented heights for vigor and maneuvering, pervaded the convention at the afternoon session Sept. 18. Bringing in the Nominating Committee's report, as a substitute for Chairman Brennen, who suffered from a cold, Dr. Leon Levy divulged receipt of a letter from President McCosker, dated the preceding day, reading as follows:

Because of the demands on my time arising from the operation of the WOR 50 kw. transmitter shortly to be completed, I request that my name be not considered in nominations for the presidency of the NAB. Having served two terms as President I feel that I have made the contribution to our association which might reasonably be expected of me.

Nominations Presented

DR. LEVY then presented the nominations for offices of president, vice presidents and treasurer, and for five directors for three-year terms and three for one-year terms. All were voted into office, after a bitter fight from the floor on procedure in placing nominations of directors, with the exception of Leslie D. Cox, of KGDX, Springfield, Mo., nominated for a three-year term as director. He was defeated by S. G. Persons, WFSA, Montgomery, Ala.

Immediately following the reading of Mr. McCosker's letter, Mr. Fitzpatrick, as first vice president, gained recognition and paid high tribute to the work of the retiring president. The convention gave Mr. McCosker rising applause.

Following the report of the Nominating Committee, Warren P. Williamson, Jr., WKBN, Youngstown, presented a petition containing 10 signatures for the nomination of Mr. Carpenter for the presidency. Mr. Fitzpatrick also was nominated, but withdrew in deference to the committee's selection following a rousing cheer from the floor. Among others nominated from the floor for directorships were Jesse L. Kaufman, general

Convention Seekers

SEEKING the next NAB convention, which the Cincinnati convention resolved should be held in June or July of next year, are Miami, Buffalo, New York, Chicago, San Francisco, Colorado Springs, Virginia Beach, Va., Hot Springs, Ark., and Bermuda, with some suggestion heard that Nashville may also ask for it in view of the election of J. Truman Ward, WLAC, as 1934-35 president. The convention place will be decided by the NAB board of directors at one of its winter meetings.

HOSTS AND ARRANGERS—To these men much of the success of the 1934 convention was due. Left to right: Joseph A. Chambers, WLW chief engineer; Powel Crosley, Jr., operator of WLW; Philip G. Loucks, NAB managing director; and Lewis M. Crosley, executive of WLW.

manager of the Hearst radio stations; Joseph A. Maland, WOC-WHO, Des Moines; Guy C. Earle, Jr., KNX; James C. Hanrahan, KSO, Des Moines, and Mr. Persons.

In the balloting for president, Mr. Ward procured 96 votes and Mr. Carpenter, 55. The election, however, was made unanimous. Nominations for the other three official posts were not contested.

Copyright Report

THE MORNING session on Sept. 20 was given over largely to copyright. Mr. Schuette, in what was to be his last report as NAB copyright advisor, reviewed the status of the copyright situation. The suit, he declared, sums up everything that has happened during the past year, and is so sweeping in effect "that I shall be greatly surprised if ASCAP does not behave."

Triple damage suits against ASCAP under the anti-trust laws are now possible by virtue of the government's suit, Mr. Schuette explained. "Any victim of ASCAP, under the anti-monopoly laws has the right to sue for triple damages," he declared. "If the government wins," he explained, "all others who sue ASCAP on the same grounds automatically win their triple damage suits."

Mr. Schuette objected to mention of the possibility of a consent decree emanating from the suit (see BROADCASTING, Sept. 15). Such an ending, he declared, would preclude the possibility of triple damage suits. He said there is little possibility at the forthcoming session of Congress for copyright legislation, because more important legislation is likely to have precedence. There should be a campaign, however, in view of the litigation, he declared, to eliminate the automatic $250 infringement fine stipulated in the present copyright law, with provision made for reasonable assessment by the courts.

Three resolutions dealing with copyright were offered by Mr. Schuette and were adopted in substance by the convention at the concluding session at which all resolutions were considered. One resolved that the NAB support the government in its suit against ASCAP and co-defendants "to the end that royalties for the public performance of music may be determined by free and open competition among copyright owners;" the second resolved that the NAB petition Congress to amend the existing law by eliminating the minimum innocent infringement penalty of $250 and attorney's fees, and leave the court free, in each instance, to fix the penalty; and the third, and most important, resolved that the NAB organize a music pool, either by reorganization of the now dormant Radio Program Foundation or otherwise "for the purpose of obtaining for radio broadcasting stations the air rights to such music as may not otherwise be available or which may be made more readily available by such a pool, now and to enlist the cooperation of all radio stations and their program departments in promoting the widest possible use of such music."

In Memoriam

Resolutions of condolences upon the deaths of three well known broadcasters during the last year were ordered forwarded to their families by the NAB convention. The broadcasting industry since Jan. 1 has mourned the deaths of Thomas Patrick Convey, KWK, St. Louis; Don Lee, Don Lee Network, and Grant C. Melrose, WJAY, Cleveland.

Hostetler Reports

A CONCISE accounting of recent negotiations with E. C. Mills, ASCAP general manager, in connection with the revision of musical performance contracts on a "measured service" or "per piece" basis was given by Joseph C. Hostetler, member of the law firm of Baker, Hostetler, Sidlo & Patterson, NAB copyright counsel. He declared, however, that he thought it unwise to agitate the copyright issue in view of the pending litigation. He summed it up by saying that, while progress had been made in the negotiations, no satisfactory basis had yet been reached. The current discussions, he declared, have concerned a system whereby the industry would "pay fairly for what they use."

Mr. Hostetler digressed from his assigned subject to urge broadcasters to "look after Congressional problems" in their own district and to educate their Senators and Representatives on broadcasting's side of the case "early rather than late." Broadcasters, he said, have neglected to use the power they possess in their own interests.

The copyright session was brought to a close with a vigorous speech by Treasurer Levy, who was instrumental last year in launching the copyright defense fund and in bringing the copyright issue to white heat. Unlike his previous onslaughts against ASCAP, however, he began with a conciliatory attitude, now that the anti-trust suit has been filed. He said that ASCAP should be treated fairly, so that song writers will have the incentive to write and with a view to working out an equitable arrangement for a music pool, where music can be procured on a fair and competitive basis.

Statements attributed to ASCAP officials that they "wel-

(*Continued on page 36*)

Resolutions Adopted by NAB Annual Convention . . .

Radio Audit Bureau

Resolved, that the NAB hereby directs the chairman of its Commercial Section to appoint a committee of five to study what is pertinent information for the advertising agencies and the advertisers who are the buyers of radio advertising, and to invite discussions with representatives of the American Association of Advertising Agencies and the Association of National Advertisers, with a view to setting up a bureau for the broadcasting industry, such committee to report with recommendations to the board of directors for action as quickly as possible.

* * *

Agency Recognition Bureau

Resolved, that the NAB establish and maintain an agency recognition bureau at the Washington office of the association; and that such machinery as may be necessary be set up by the managing director with such funds as may be deemed necessary and approved by the board of directors as a part of the regular annual budget, that, in general, agency recognition be extended to only those agencies which can satisfy the bureau as to credit responsibility, character of operation and radio service facilities; that said bureau be given full power to study applications of agencies for such recognition and to determine whether or not such recognition should be extended, subject to approval of the Board of Directors; and that the bureau furnish a list of those agencies which are extended recognition, together with all supplements thereof, with the strong recommendation of the association that its members pay agency commission only to those advertising agencies extended recognition by the said bureau.

* * *

Merchandising of Products

Whereas, the NAB recognizes that merchandising of radio programs and assistance in merchandising of the products of advertisers stimulate the use of broadcasting as an advertising medium and enhance the value of the medium, be it therefore

Resolved, that the NAB hereby urges the fullest possible cooperation in merchandising that is consistent with good business practices; but since the merchandising requirements of advertisers are wholly lacking in uniformity the association recommends, in fairness to all advertisers, that the cooperation of the stations be limited to such activities as do not entail direct expense, and that where any direct expense is involved such costs be borne by the advertiser.

* * *

Ban on Special Rates

Whereas, the Code Authority regulations permit the granting of special rates with the sole proviso that these rates be filed with the Code Authority, and

Whereas, it is the belief of the Commercial Committee that such special rates may be used as a means of making concessions contrary to the intent of stabilized rates provisions of the Code, be it, therefore,

Resolved, that the National Association of Broadcasters petition the Code Authority to take steps to amend and clarify or to repeal its regulations permitting this practice.

* * *

FTC Promised Cooperation

Resolved, that the NAB hereby pledges its full cooperation to the Federal Trade Commission in its efforts to safeguard the people of the United States against all forms of fraudulent, untruthful or willfully misleading advertising, and urges upon every broadcaster the necessity for maintaining a standard of advertising truthfulness which will justify and strengthen the faith of the public in the dependability of radio advertising.

Standard Units of Sale

Whereas, there is a need in the broadcasting industry for further standardization of units of sale and rate card practices, be it, therefore,

Resolved, that the NAB hereby authorizes the Commercial Committee to publish the following as the recommendations of said committee:

1. That units of sale be standardized as follows: one hour, one-half hour, quarter hour, five minutes, one minute transcriptions, 100 words, half minute transcriptions, 50 words or less.

2. That all quantity discounts be given within a period of one year, with discounts retroactive to the first broadcast within that year, discounts to apply within the same time classification.

3. That operating companies or holding companies operating more than one subsidiary be permitted to buy under a group plan allowing discounts for each of the separate companies under a blanket order to apply even if more than one agency is involved in placing time.

4. That all stations put on their rate cards, in addition to the rugular standard units of time, under a separate heading called "special service feature," such features as time signals, weather reports, sports events, participation programs and any other service features, with an adequate description of what the individual station allows.

5. That no station quote quantity discounts on consecutive times other than 13, 26, 52, 100, 150, and 300.

* * *

Electrical Transcription Rule

Resolved, that the National Association of Broadcasters hereby reaffirms the resolution adopted at its 1933 convention referring to the elimination of announcements for electrical transcriptions produced especially for broadcasting, and directs the convention resolutions committee to draft an appropriate resolution for this purpose to be transmitted to the Federal Communications Commission.

The 1933 resolution reads as follows:

Whereas, the use of the electrical transcription method of broadcasting programs is generally accepted by both stations and by listeners, and has become an important economic factor in the operation of broadcasting stations, and

Whereas, there is definite evidence of serious loss in income to stations because of existing requirements that electrical transcription programs must be so announced, and

Whereas, there has been sufficient progress in the manufacture of electrical transcription programs that the reproduction of the majority of such programs is now generally considered as excellent, and

Whereas, the broadcasting industry would be greatly benefited by the removal of existing restrictions, therefore, be it

Resolved, that the NAB hereby respectfully urges the Federal Radio Commission to alter the existing regulations requiring that electrically transcribed programs made especially for broadcasting be so announced, so that such a transcription may be announced merely as a production of the concern making such transcription.

Resolved further, that the National Association of Broadcasters hereby directs its officers to bring this resolution without delay to the attention of the Broadcast Division of the Federal Communications Commission, and to take whatever steps may be necessary and practicable to secure prompt revision of the regulations in accordance with this resolution.

* * *

Cooperation in ASCAP Suit

Resolved, that the officers and directors of the NAB be instructed to support the suit of the United States

(*Continued on page 37*)

Quality Group Starts Operation With Four Stations in Hookup

Four Commercial Contracts Are Already Signed; Rates Combined; WXYZ is Supplemental

DEFINITE announcement of the formation of the Quality Group, comprising WOR, WGN and WLW as regular outlets, with WXYZ as a supplementary unit, was made in New York Sept. 25, upon completion of negotiations with the stations, and just five days before the first program was to go over the chain.

Rates will be the combined rate-card quotations of the stations used, minus the customary discounts, with each station constituting its own selling organization. The quality group will be operated strictly on a mutual basis, four commercial sponsors already having been signed, three of them on the basic three-station hookup and the fourth using all four stations. The fact that WXYZ is an optional outlet means that it is free to join any other chain organization. It is known to be negotiating with American Broadcasting system, which plans to launch its 14-market network within the next fortnight.

Programs Scheduled

STARTING Oct. 1 on the four-station net will be the Horlick's Malted Milk Corp. program, featuring "Lum and Abner," Mondays to Fridays, 9:30 to 9:45 p. m., EST. The account is handled by Lord & Thomas. To begin Oct. 19 and run 26 weeks over the four-station net will be Thomas Leeming & Co., Inc. (Baume Bengue), placed through Wm. Esty & Co. Another program, scheduled to begin Sept. 30 and run 26 weeks, is the account of Wasey Products, Inc., featuring the "Timely Philosopher," Jacob Tarshish, 11:30 a. m. to 12 noon Sundays, placed through Erwin, Wasey & Co. To be fed to the basic three-station net from WLW will be the "Pure Oil Show" of the Pure Oil Co., Chicago, Mondays and Wednesdays, 9 to 9:15 p. m. EST, placed through Freitag Advertising Agency, Chicago.

In connection with the Quality Group plans, it was said that at present only commercial (as distinguished from sustaining) programs will be considered, since the stations are leasing A. T. & T lines temporarily for each program period, rather than under direct annual lease. When the number of commercials increases to the point where equally economical leased wires can be handled permanently, this will be done, and the plan is for the stations to interchange studio sustaining features, remote programs and other customary network services. There is no corporate affiliation whatever. Each station has pledged its studio and engineering facilities for program origination, so clients can feed from any of the four stations without additional charges.

Heading the sales organization of each station, and therefore of the Quality Group, are Walter Neff, WOR; George F. Isaac, WGN; John L. Clark, WLW, and George W. Trendle, WXYZ. As to the rate structure, it was pointed out that the advertiser has the choice between the three station or four station hookup. The group rates are arrived at by adding the card rates for the hookup desired, less discounts, which vary greatly owing to different policies of the individual stations. It was decided that no station should depart from card rates, and as time differences enter consideration it has been necessary to split day and night schedules into seven periods. In all cases the group card rate, less discounts represents the actual cost to the advertiser as the stations will absorb line charges.

The Quality Group claims that its stations, all in the super-power category except WXYZ, will have in their "guaranteed" service area 37 per cent of the total population of the country, 39 per cent of the radios, 37 per cent of the retail sales and 36 per cent of the retail stores. In the "fair service" area, according to the announcement, is 56 per cent of the total population, 57 per cent of the radios, 55 per cent of the retail sales and 56 per cent of the retail stores.

Schedule of Rates

EXAMPLES of the cost of time on the Quality Group are quoted as follows: Night-time: 8 to 10 o'clock, one-half hour program, three stations, $1,550 per week, $20,150 for 13 weeks; one-half hour program on four stations, $1,775 per week, $23,075 for 13 weeks; three quarter-hour programs on three stations, $3,021 per week and $39,273 for 13 weeks. Over the four-station net the cost of three quarter hour programs per week would be $3,396 for a single week and $44,148 for 13 weeks.

As for daytime rates, 9:30 a. m. to 6 p. m., the rates run: one half-hour program on three stations, $850 per week, $11,050 for 13 weeks; on four stations, $962.50 and $12,512.50. For three programs per week of one-fourth hour on three stations, the weekly cost would be $1,658 and the 13-week rate $21,554. Over the four-station net the rates would be $1,845 and $23,985.

WLW Status Uncertain

MUCH significance attaches to the definite formation of the network. The Quality Group has been linked intermittently for commercials over a period of several years, but has never set out to sell itself as a regular chain hookup. Whether the group will be augmented, it was declared, depends upon later developments.

What effect the definite alignment of the group will have upon WLW's affiliation with NBC is not yet apparent. NBC, it is generally known, has experienced considerable difficulty in its dealings with the Crosley station, and may take steps to terminate its relationship with the Cincinnati superpower outlet in view of this new development.

RADIO DIRECTOR—John Killeen, former publisher of a political newspaper in the Bronx, has been appointed director of the FCC Broadcast Division. He was formerly with General Electric Co., and at one time was a member of the New York State Legislature.

James Cox Buys WLBW, Asks Move to Dayton, O.; Takes Option on WIOD

ENTRY into the broadcasting field of James M. Cox, former Governor of Ohio and in 1920 the Democratic candidate for President with Franklin D. Roosevelt as his vice presidential running mate, has been effected during the last fortnight through the consummation of deals for the operation of two stations.

The publisher of newspapers in Ohio and Florida, Gov. Cox has acquired WLBW, Erie, Pa. by purchase, and will file with the FCC an application for its removal to Dayton, O., where he publishes the *Dayton Daily News*. He has also entered a working arrangement with WIOD, Miami, with an option to purchase after two years. Jesse Jay, president of the Isle of Dreams Broadcasting Corp., will remain as president, under the new arrangement. New studios being installed in the *Miami Daily News* building will be used. This arrangement is planned to become effective in October.

WLBW, the licensee of which has been Broadcasters of Pennsylvania, is owned jointly by the Quaker State Oil Co. and the Pennsylvania Telephone Co. Operating on 1260 kc. with 1,000 watts, the station is a CBS outlet. The purchase price was said to be in the neighborhood of $75,000. Should removal of this station to Dayton be approved, it is understood that the Cox organization will acquire WSMK, Dayton, half-time station owned Stanley M. Krohn, Jr., and suspend operation of the station. KQV, Pittsburgh, which also uses half-time on this channel (1380 kc.) will then seek full time, under the plan.

LA GERARDINE, New York (wave set lotion), has tentatively fixed Oct. 1 as the starting date of its new four-times-weekly spot program, using the World Program Service, in 52 cities.

Ford to Link Nets For World Series

Ball Clubs Paid $100,000; Free Broadcasts Barred

MARKING the first time a World Series has been sponsored nationally, the games starting Oct. 3 will be carried by the entire networks of both NBC and CBS for the Ford Motor Co., Detroit. Approximately 180 network outlets and WGN, Chicago, will carry the games in their entirety.

Judge Kenesaw M. Landis announced that the company is paying $100,000 for the broadcasting rights, of which $42,000 will be earmarked for the players and the balance divided between the competing clubs.

Supersedes First Plan

ORIGINALLY it was understood that Ford would sponsor the series on limited NBC and CBS networks, offering other stations the right to carry the broadcasts if they would carry the commercial announcements also. After several stations, notably WGN, had raised the question whether this would be permissible under the NRA code, which forbids commercials without compensation, plans for utilizing the full networks were announced, and WGN time was bought separately.

N. W. Ayer & Son, Philadelphia, is the agency handling the account. Ford Motor Co., through Edsel B. Ford, president, has also announced the beginning of a new series of Sunday evening concerts over a nation-wide CBS network starting Oct. 7 and running through the fall and winter on Sundays, 8-9 p. m., EST. Victor Kolar's "Ford Symphony Orchestra," whose recent series of more than 150 two-hour concerts won such wide acclaim at the Century of Progress Exposition, will be featured, together with a mixed chorus of 24 voices and guest artists from Orchestra Hall, Detroit.

In addition to the new symphonic program, Ford will continue the sponsorship on CBS of Fred Waring and his orchestra on CBS Thursday nights, with Mickey Cochrane, leader of the Detroit Tigers, on Wednesday night on the same network discussing the baseball pennant race.

Because of the exclusive sponsorship of the World's Series by the Ford Motor Co., all broadcasts of the series, including either the name of the sponsor or any description of the product "must be on a commercial basis," consistent with the rate provisions of the broadcasting industry code, James W. Baldwin, executive officer of the Code Authority for the broadcasting industry, informed all stations and networks in a bulletin issued Sept. 25. This action was taken because of reports that the series had been offered all stations by the sponsor on a non-payment basis.

Roosevelt Fireside Chat

IN THE SIXTH of his now famous "fireside chats," President Roosevelt was scheduled to address the nation over the combined networks Sunday, Sept. 30, at 10 p. m. His subject was to be the NRA and its reorganization.

Dill Calls Press-Radio Program Failure

By CLARENCE C. DILL*
United States Senator from Washington

Senator Urges Broadcasters to Form Own News Service; Charges Newspapers Have Abused Free Press Right

THE CONTROVERSY in this country over news by radio centers about the question whether the radio or the newspapers should be first to give important news to the public. We may properly recall that the broadcasting of news not yet printed in the newspaper gave birth to radio in the United States. Since radio broadcasting service originated in this country, news by radio brought radio service into existence for the human family.

Why did the broadcasting of election returns from East Pittsburgh on election night in 1920 arouse so much interest? Because those returns were new up-to-the-minute news not yet printed in the newspapers. What if those election returns had not been broadcast for several hours after the newspapers printed them? Do you think the listeners would have written such strong letters to the Westinghouse Company urging the broadcasting of more news? Of course not. Those election returns were flash news—up-to-the-minute news, if you please—that made them so interesting.

No Danger to Papers

OUR NEWSPAPER friends should note also that the newspapers furnished those election returns to the Westinghouse Company and that those same listeners were not satisfied with simply the flash news heard by radio that night. They bought the newspapers the next morning just as previously. They wanted the full reports and the interpretative discussions which only the newspapers furnish. The people wanted newspapers before we had news by radio. They will continue to want newspapers after radio gives up-to-the-minute news flashes and brief news reports in the future.

News by radio gave birth to radio broadcasting not only in this country, but also in Denmark. A few years ago *The Politicken*, the leading daily newspaper of Copenhagen, was operating an experimental radio station. It announced in its news columns that each day at noon the radio station would broadcast brief news reports of the trial of the president of a large bank in Copenhagen, who was charged with embezzlement. Depositors all over Denmark were deeply interested.

As a result the interest of listeners in radio became so great that the government later took over all radio broadcasting there. Today the government radio station of Denmark broadcasts news four times each day and pays *The Politicken* several thousands of dollars annually for the news which it furnishes.

What is the result? There are more radio sets in proportion to population in Denmark than in any other country in the world, and *The Politicken* has found that news by radio is one of its best means of securing and holding its circulation.

News by radio in this country has had a haphazard history. Generally radio stations have used news reports from newspapers, sometimes by permission and sometimes not. Of course no radio station has any right to use news collected by press associations or newspapers without paying for the news, but since radio stations can give news so much more quickly and to such vast numbers instantaneously, news by radio serves the public interest and serving the public interest is the legal basis for the grant and renewal of radio licenses.

During the winter of 1934 representatives of the press associations and of the radio chain systems held a conference on this subject and formulated what is known as the Press-Radio agreement for news by radio. By that agreement, the radio chains surrendered radio's birthright. They made the agreement as an experiment to avoid a bitter fight over the question of whether radio or the newspapers should be first to give the news. They yielded to the newspapers.

Result Chaotic

AT THAT time I protested against the agreement on the floor of the Senate. I predicted it would be highly unsatisfactory to radio listeners. I pointed out it would certainly bring rebellion and confusion among radio stations and that it could not continue long.

Several months have passed. The result is chaotic. The Press-Radio agreement is a failure. It satisfies nobody because it flies in the face of progress. The listeners are disgusted with it. Most stations refuse to use it. Many newspapers say it is unsatisfactory. Radio stations and newspapers all over the country are trying all sorts of schemes to furnish news by radio in violation of the spirit of the agreement. Even most of the stations now using the Press-Radio bulletins pronounce them highly unsatisfactory.

Either the press associations must change the terms of the agreement so radio stations can give their listeners up-to-the-minute news and for longer periods of time, or radio stations will find or create means and methods for securing news entirely independent of the press associations.

This is not only their full right. It is their duty. It is a part of that public service which they are bound to give if they are to justify the use of the radio frequencies the government has granted them.

One-Sided Agreement

LET ME call attention to how one-sided the Press-Radio agreement is:

First, it limits the time which stations may broadcast general news, to two 5-minute periods during each 24 hours. That is about 1,000 words per day.

Second, it fixes the time at which even those five minute periods shall be used, so that the news by radio will not be broadcast until after it has been printed in the newspapers.

Third, representatives of the press associations, and they alone, determine what news shall be broadcast and what shall not be broadcast.

Fourth, the representatives of the press associations, and they alone, write the language of the broadcast copy, and literally hundreds of station managers say the

(*Continued on page 48*)

* Text of address before the NAB convention in Cincinnati, Sept. 17.

Press-Radio Officials Dispute Senator Dill's Assertions . . .

SENATOR DILL'S attack on the Press-Radio Bureau at the NAB convention, and his plea to broadcasters to organize their own news-gathering association, brought immediate reverberations from the Publishers National Radio Committee, which directs the bureau.

E. H. Harris, chairman of the committee, declared that Senator Dill's proposal was a bid for public support of a potential semi-official Government news agency, similar to those existing in European countries. He said that the newspapers are giving through the Press-Radio Bureau "the cream of the news."

Senator Dill was accused of inaccuracy in a statement by James W. Barrett, editor of the Press-Radio Bureau, in stating that there is general dissatisfaction with the service. He called attention to the fact that 210 stations are now using the news and asserted that the bureau has received no complaints from the listeners.

Harris' Statement

THE STATEMENT of Mr. Harris follows:

"Senator Dill's proposal to the National Association of Broadcasters that the broadcasters organize a national news gathering agency to compete with the newspapers is a bid for the public support of a potential semi-official Government news agency, similar to the ones existing in certain European countries.

"Since the newspapers of the United States are now giving to the broadcasters the cream of the news taken from each of the three of their national and international news gathering organizations, the maintenance of which costs the newspapers more than $25,000,000 annually, Senator Dill's proposal can only be interpreted as an attempt to build a news gathering organization that will be under the direction of agencies licensed by the government.

"When the chairman of the Senate Committee that wrote the Communications Bill and recommended its passage to Congress advocates the organization of a national news gathering organization, under government license, he, in effect, is proposing a potential censorship of radio news and the building of a news machine for propaganda purposes. The people of the United States have not forgotten that radio broadcasting is under strict government license and supervision, and that the newspapers, national news gathering agencies are still free from governmental supervision, license, or restriction.

"One of the determining factors prompting the organization of the Press-Radio Bureau and the offer of the free use of the news taken from the reports of the Associated Press, the United Press, and the International News Service was the fact that the newspapers in this manner and through this means could guarantee to radio listeners that the news broadcasts were reliable and taken from authentic sources. So long as radio news is supplied by agencies that are not operating under a government license, there is no danger that the news will be censored or controlled in the slightest degree by the government. The press believes it is performing a patriotic service in supporting the dissemination of news by radio—news which has originated from sources that cannot be controlled, directly or indirectly through fear of the revocation of a license.

"The news reports of the Press-Radio Bureau, which are issued every morning and evening, as well as the bulletins of extraordinary importance broadcast throughout the 24 hours of the day and night, are taken direct from the complete wire reports of the three competing national news gathering organizations. The plan provides radio listeners with news protection obtained from authentic and reliable news sources, and it gives to them a complete protection on all important news events.

"During the last 50 years the newspapers of the United States have been developing adequate and

(*Continued on page 52*)

ABS Chain to Get Under Way Before Oct. 15 in 14 Cities

Hourly Night Rate Between $2,500 and $2,700; Adequate Financing of Venture Assured

AMERICAN Broadcasting System will be formally launched as a "full-fledged" network covering 14 markets as far west as St. Louis between Oct. 1 and 15, with the definite date depending upon completion of line arrangement with A. T. & T., according to a verbal announcement to BROADCASTING Sept. 26 by George B. Storer, prominent Detroit industrialist and broadcasting executive who heads the new enterprise.

Although reticent about discussing the network arrangements lest his remarks be regarded as premature, Mr. Storer declared that definite arrangements have been made with nearly a score of stations in these 14 markets, and that adequate finances have been assured through the board of directors of ABS. A rate structure also has been completed, embracing a sliding scale because of the use of alternate stations in several markets.

The basic night hourly rate has been established at $2,500 to $2,700 —appreciably below the rates for the same markets otherwise available, according to Mr. Storer. The day rates are one half of the night quotations. The half hour night rate will be $1,570 to $1,700. The quarter hour night rate will vary between $980 and $1,020. The quarter-hour day rate will be $495 for the entire roster of stations.

Lineup of Stations

STATIONS aligned for the network, including alternates on a time-sharing basis in several markets, are as follows:

WMCA, New York (key); WIP, Philadelphia; WCBM, Baltimore; WOL, Washington; WPRO, Providence; WHDH and WAAB, Boston (alternates); WIND and WJJD, Chicago (alternates); WFBE, Cincinnati; WIL, St. Louis; WJBK and WXYZ, Detroit (in negotiation); WHBL, Rock Island, Ill.-Davenport, Ia.; WWVA, Wheeling, W. Va., and KQV, Pittsburgh (alternates); WKBW and WEBR, Buffalo (alternates). Cleveland also definitely will be in the alignment. The outlet there was described as "in negotiation" but available once the network begins operation.

The network will be in operation 16 hours daily from 9 a. m. to 1 p. m., Eastern Standard Time. A number of commercial accounts, it is understood, have been aligned, but will not be divulged until the network is prepared to announce its formal opening. The degree to which sustaining programs will be available for local sponsorship of affiliated stations remains to be determined as a policy matter. The compensation arrangements with individual stations, while not disclosed, were declared to be mutually satisfactory to the network and stations.

Conferences are currently being held, Mr. Storer declared, with respect to wire lines and terminal arrangements. Western Union lines have been employed during the last few months on the New York to Washington five-station circuit. It is the plan to use Class "A" circuits of the A. T. & T.

Financial backing of the venture, Mr. Storer asserted, has been arranged by the ABS board, with ample funds available to carry the project indefinitely. The board includes such prominent figures in New York's financial and social life as John Hay Whitney, Walter S. Mack, Jr., James K. Norris, Robert H. Thayer and Paul H. Nitze. Other members of the board are Mr. Storer and J. H. Ryan, of Toledo, general manager of WSPD and of the other Storer stations—WWVA, Wheeling, and CKLW, Detroit-Windsor.

Greene Joins ABS

BURT McMURTRIE, Director of Program Operations for the American Broadcasting System, has established a new production department in the New York WMCA studios of the ABS network. Paul A. Greene, formerly CBS night manager, has been named production manager. Jud Houston, formerly in transcription work, has been appointed assistant manager. The ABS production division will be in charge of studios, announcers and all program production.

CBS Adds Theater

CBS WILL take over the Avon Theater, New York, under a year's lease starting Oct. 1 for sponsored and sustaining shows, according to a report from New York. It will be the second Broadway playhouse operated by the network, which also uses the Radio Playhouse, the former Hudson Theater, for broadcasting shows.

Chesapeake & Ohio Spot Series on Nine Stations

EMBARKING upon a new spot schedule, Chesapeake & Ohio Railway, Washington, on Sept. 10 started to use nine stations in its territory with six 5-minute transcriptions weekly, produced by WBS. The railroad has been a consistent user of radio advertising, refusing to abide by the agreement of eastern roads not to use radio except for excursions and special events. L. C. Probert, Washington, vice president of the road, handles its advertising, which is placed by the Campbell-Ewald Co., Detroit.

The stations securing the new transcriptions schedule are WCKY, Cincinnati; KMBC, Kansas City; WHAS, Louisville; WKBF, Indianapolis; KSD, St. Louis; WKY, Oklahoma City; WJSV, WMAL and WRC, Washington.

Official Registration at NAB Convention in Cincinnati . . .

FOLLOWING is the official registration of those attending the NAB convention at Cincinnati:

Samuel E. Adair, Jenkins & Adair, Inc., Chicago.
Stuart E. Adcock, WROL, Knoxville, Tenn.
Ben Adler, RCA Victor Co., Atlanta.
John Aitkenhead, WADC, Akron, O.
Herbert V. Akerberg, WABC, New York.
Roy L. Albertson, WEBR, Buffalo, N. Y.
E. A. Alburty, WHBQ, Memphis, Tenn.
Lee H. Armer, KTAT, Fort Worth, Tex.
Campbell Arnoux, WTAR, Norfolk, Va.
H. Leslie Atlass, WBBM, Chicago.
Ralph L. Atlass, WJJD, Chicago.
L. G. Anderson, *Billboard*, Cincinnati.
Lewis H. Avery, WGR-WKBW, Buffalo, N. Y.
Hibbard Ayer, WESG, Elmira, N. Y.

Ernest F. Bader, WAAW, Omaha.
I. R. Baker, RCA Victor Co., Camden, N. J.
James W. Baldwin, Code Authority, Washington.
Maurice F. Barr, WSMB, New Orleans, La.
James W. Barrett, Press-Radio Bureau, New York.
Hope Barroll, WFBR, Baltimore, Md.
Howard C. Barth, WSYR, Syracuse, N. Y.
W. W. Behrman, WBOW, Terre Haute, Ind.
Armand Belle Isle, WSYR, Syracuse, N. Y.
Henry A. Bellows, NAB, Washington.
John Benson, AAAA, New York.
L. A. Benson, WIL, St. Louis.
K. H. Berkeley, WRC-WMAL, Washington.
Bert Bidwell, WHB, Kansas City.
Edgar L. Bill, WMBD, Peoria, Ill.
Reginald W. Billin, WAVE, Louisville, Ky.
Ford Billings, KSTP, St. Paul.
R. S. Bishop, KFJZ, Fort Worth, Tex.
Elizabeth Black, Ruthraff & Ryan, Inc., New York.
W. Lindsay Black, Western Electric Co., New York.
Roy E. Blossom, WFBM, Indianapolis.
Fred C. Bock, WADC, Akron, O.
Ben Bodec, *Variety*, New York.
Norman Boggs, WAAF, Chicago.
Scott H. Bowen, WIBX, Utica, N. Y.
Harold A. Boyle, WHB, Kansas City.
William M. Brandom, WOC-WHO, Davenport, Ia.
H. J. Brennen, WJAS, Pittsburgh.
K. H. Brennen, KQV, Pittsburgh.
Walter C. Bridges, WEBC, Duluth, Minn.
David H. Brinkmoeller, WGST, Atlanta.
Fred C. Brokaw, Paul H. Raymer Co., New York.
Vivian M. Brooker, 2AY, Sydney, Australia.
James V. Brotherson, WLBW, Erie, Pa.
George Burbach, Jr., BROADCASTING Magazine, Washington.
Robert R. Burdette, WRVA, Richmond, Va.
Charles Burke, WDAY, Fargo, N. D.
Harry C. Butcher, WJSV, Washington.

Allen H. Campbell, WXYZ, Detroit.
H. K. Carpenter, WHK, Cleveland.
Martin Codel, BROADCASTING Magazine, Washington.
Robert E. Compton, WCAZ, Carthage, Ill.
Samuel H. Cook, WFBL, Syracuse, N. Y.
Robert Convey, KWK, St. Louis.
A. A. Cormier, New York.
Jim Cosman, Federal Telegraph Co., Newark, N. J.
Clarence G. Cosby, KWK, St. Louis.
W. L. Coulson, WHAS, Louisville.
George F. Courrier, WWAE, Hammond, Ind.
Gardner Cowles, KSO, Des Moines, Ia.
A. P. Cox, WLIT, Philadelphia.
Lester E. Cox, KGBX, Springfield, Mo.
M. E. Crain, *Advertising Age*, Chicago.
Ed B. Craney, KGIR, Butte, Mont.
Arthur H. Croghan, WDGY, Minneapolis.
Lewis M. Crosley, WLW, Cincinnati
Louis G. Caldwell, Washington.
Martin Campbell, WFAA, Dallas.
E. K. Cargill, WMAZ, Macon, Ga.
E. W. Carr, WDNC, Durham, N. C.
Sydney W. Caulfield, WBNX, New York.
Mallery Chamberlin, WNBR, Memphis.
Joe A. Chambers, WLW-WSAI, Cincinnati.
Mrs. H. K. Carpenter, Cleveland.
Orestes H. Caldwell, *Electronics*, New York.
Frank Chase, NBC, New York.
Henry I. Christal, Edward Petry & Co., New York.
Arthur B. Church, KMBC, Kansas City.
Frank E. Chizzini, NBC, New York.
Stephen A. Cisler, WSGN, Birmingham, Ala.
James F. Clancy, WTIC, Hartford.
A. S. Clarke, Radio Research, Washington.
John L. Clark, WLW, Cincinnati.
Winston L. Clark, WLAP, Lexington, Ky.
Roger W. Clipp, NBC, New York.
Eugene V. Cogley, Washington.
E. K. Cohan, CBS, New York.
F. W. Cunningham, Western Electric Co., New York.

Walter J. Damm, WTMJ, Milwaukee.
Harben Daniel, WSM, Nashville.
Don Davis, WHB, Kansas City.
Ewin L. Davis, Federal Trade Commission, Washington.
George W. Davis, *Advertising Age*, Chicago.
George W. Davis, Electrical Research Products, Inc., New York.
Ted Dealey, WFAA, Dallas.
Percy Deutsch, World Broadcasting System, New York.
John H. DeWitt, WSM, Nashville.
Dietrich Dirks, KFAB, Lincoln, Nebr.
William F. Dittman, WTMJ, Milwaukee.

Marcy Eager, Wellesley, Mass.
Guy Earl, KNX, Los Angeles.
Baxter M. Eastburn, WSGN, Birmingham, Ala.
Augustus J. Eaves, Graybar Electric Co., New York.
C. Lloyd Egner, WGY, Schenectady.
Ralph Ehresman, WMBD, Peoria, Ill.
Don S. Elias, WWNC, Asheville, N. C.
John Elmer, WCBM, Baltimore.
Frank W. Elliott, Davenport, Ia.

Frank B. Falknor, WBBM, Chicago.
William A. Fay, WHAM, Rochester.
Howard C. Frederer, WDAG, Amarillo, Tex.
R. L. Ferguson, WINS, New York.
John E. Fetzer, WKZO, Kalamazoo, Mich.
Ben S. Fisher, Washington.
H. Dean Fitzer, WDAF, Kansas City.
Leo Fitzpatrick, WJR, Detroit.
A. S. Foster, WWL, New Orleans.
J. Leslie Fox, WGAR, Cleveland.
Sidney S. Fox, KDYL, Salt Lake City.
Frank Forest, *American News*, Cincinnati.
O. E. Frieder, Willard Tablet Co., Chicago.
Carl W. Fritz, WSUN, St. Petersburg, Fla.

Earl H. Gammons, WCCO, Minneapolis.
Charles F. Gannon, AAAA, New York.
Chuck Gay, *Dayton Herald*, Dayton, O.
Wright Gedge, WMBC, Detroit.
Marvin S. Gilbert, *Christian Science Monitor*, Cincinnati.

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Regional Code Units Recommended

Sale of Time in Blocks, Discounts by Newspaper Stations Hit in Resolutions Adopted at Radio Code Meeting

A PROPOSAL to create local or regional code enforcement committees representing each station in an area which would report all violations of code provisions was endorsed by some 70 broadcasters who attended the open meeting of the Code Authority of the radio broadcasting industry in Cincinnati Sept. 20, immediately following the NAB convention.

One of several resolutions relating to business and trade practices adopted at the meeting—the first of its kind ever called by any code authority—the code enforcement committee proposal was offered by Edward N. Nockels, manager of WCFL, Chicago, and a member of the Code Authority. In a statement preceding introduction of the resolution, Mr. Nockels held the code is not being enforced and that many of the fair practices provisions are being openly violated.

Need NRA Approval

ACTIONS of the meeting, it was made clear by Chairman John Shepard, 3rd, Yankee Network, who presided, are simply recommendatory to the Code Authority, and must be approved by NRA before they can become operative. Numerous questions regarding provisions of the code which confused individual broadcasters were asked from the floor and clarified both by Mr. Shepard and by James W. Baldwin, executive officer of the Code Authority. The meeting was conducted as an open forum, but with all proposals for resolutions demanded in writing.

Among other resolutions adopted was one offered by Arthur B. Church, KMBC, Kansas City, calling for amendment of the code to prohibit the sale by any station of blocks of time to any individual or organization for resale, except that such resold facilities shall be in units listed on the station rate card; another by Mr. Church asking that the Code Authority amend the code so as to make unfair the giving of special discounts on broadcasting facilities sold in combination with newspaper or other publication space; a motion by Stanley Hubbard that the Code Authority be made representative of the West, Far West and South; a motion by Benedict Gimbel, Jr., WIP, Philadelphia, that it be declared unfair competition to pick up remote control broadcasts from night clubs, cafes and similar amusement places unless the proprietors of these places pay line charges and incidental costs.

400 Complaints Adjusted

IN OPENING the meeting, Chairman Shepard explained that during the ten months that the Code Authority has functioned it has adjusted some 400 complaints involving unfair rate practices and employment conditions without resorting to litigation. Many problems still confront the industry, such as the proposals for increases in wages and reduction in hours for broadcast technicians and other employes, and the treatment of artists. Speaking for the Code Authority, he praised the work of Mr. Baldwin as executive officer.

Mr. Nockels said, prior to introducing his resolution, that both the labor and trade practice provisions of the code are being violated "in even a more dangerous manner through subterfuge, around the corner methods, which are insidiously leading to what appears to be a definite disregard and contempt for provisions of the code."

In the employment sphere, he said there are such practices as entering into employment agreements for a given number of hours and given wages, with a secret understanding by persons employed that in order to hold their jobs they must work overtime without additional compensation, and also the custom of employing a man as a technician and having him double up and perform an announcer's or some other duties while drawing pay for only one job.

Cites Violations

HE RECITED a long list of alleged violations of trade practice provisions, including secret agreements for free talent; unlimited elasticity in percentage of commercial continuity permitted in programs, notably in spot announcements; the "nefarious practice" of newspaper-owned stations giving free newspaper advertising along with its radio contract, or vice versa, which he called "vicious price-cutting"; off-the-record agreements which really are the old percentage or "per inquiry" contracts banned by the code; recognition of agencies which continue the old practice of rebating, and alleged unfair competition from chain and "monopoly controlled" stations through picking up of free remote control programs.

Text of Resolution

TO RECTIFY these conditions, Mr. Nockels offered the following resolution, which was adopted without amendment:

Resolved, that each broadcasting station within each city having more than one such station, or within such regional or territorial limits as may be determined and prescribed by this Code Authority, be asked to nominate for membership on a local or regional code enforcement committee a representative of such station, and that the executive officer of this Code Authority forthwith present to the person so nominated notice of his or her appointment to such local or regional enforcement committee and that the executive officer of this Code Authority make and promulgate a method of procedure for such local or regional committee; that provision be made for meetings of such local or regional committee at regular intervals, and that all violations of code provisions reported to or discovered by such committee which are not corrected immediately, be reported to this Code Authority for such action as it deems fit.

In the debate that followed this resolution, and prior to its passage, J. Thomas Lyons, WCAO, Baltimore, explained the experience of such meetings in Baltimore. He observed that "the worst radio station is a better buy than the best newspaper." He criticized rate cutting declaring that stations should "double" their rates because they have the best medium.

Dr. Leon Levy, WCAU, Philadelphia, said that about a year ago, even before the code became effective, efforts were made to get local stations together on policies, but that they came to naught after a few meetings, at which little interest was shown.

Church Resolution

MR. CHURCH then introduced his resolution relating to special discounts on broadcasting facilities sold in combination with other media. The resolution follows in full text:

Whereas, the NAB at its 1934 convention passed a resolution recommending to the industry the abolition of free merchandising involving direct expense to the broadcaster in effect aiming against excessive bonus or premium practices, and whereas, discounts, on radio station facilities when sold in combination with other advertising mediums constitute in effect the giving away of radio time as a premium or bonus for such other advertising mediums, and whereas such practices result in unfair competition to members of the broadcasting industry who do not resort to such practices,

Be it therefore resolved that it is the sense of this meeting that such

(*Continued on page 47*)

Answers to Questions Put by Code Authority In Collaboration With *BROADCASTING* Magazine At Cincinnati Meeting Sept. 20

1. Do you believe that the trade practice provisions of the broadcasting industry code can be enforced in the absence of a periodical inspection of the books and records of each station? Yes, 46%. No, 54%.
2. Has the increase in your business been as great as the increase in your operating cost? Yes, 53%. No, 47%.
3. Have you any fixed policy for the creation of a reserve to provide for normal employment during slack periods? Yes, 43%. No, 57%.
4. Have you made any provisions for the granting of retirement annuities? Yes, 26%. No, 74%.

NRA Code Called Aid to Cooperation

BELIEF that the code of fair competition for the broadcasting industry is "displacing discord and friction with harmony and cooperation" among the units of the industry was expressed before the NAB convention in Cincinnati Sept. 18 by Sol A. Rosenblatt, division administrator of the NRA in charge of codes for the amusement industries.

While radio is not necessarily and strictly in the amusement field, he said it is inter-related and must be regarded as a kindred problem. Unlike other amusement industries, however, Mr. Rosenblatt asserted, radio broadcasting was an "integrated industry" when NRA began functioning a year ago, while the remainder of the amusement field was badly disorganized.

Tribute to the industry and to the NAB for the "splendid cooperative efforts" given NRA and high compliment to the Code Authority was paid by Mr. Rosenblatt. John Shepard, 3rd, Yankee Network, chairman of the Code Authority; James W. Baldwin, executive officer; and Philip G. Loucks, NAB managing director, who played a leading part in formulation of the code a year ago, were commended for their integrity and fair dealing.

Discussing code operations generally, Mr. Rosenblatt said the NRA is designed to protect small and independent enterprises, but that this does not mean inefficient ones. He called NRA a "scientific approach to recovery."

As to broadcasting, Mr. Rosenblatt declared this industry's code machinery is just getting under way. But, he added, the industry has given "yeoman service" in these troublous times. Codes are neither infallable or inflexible, he said. NRA cannot be threatened or coerced by "self-styled leaders of industry to harass and destroy the welfare of the overwhelming majority of the members of any industry."

Wrigley Buys 10-Minute Period on CBS, Forcing Press-Radio News Shift

AFTER broadcasting the Press-Radio Bureau's news bulletins at 6:30 p. m., New York time, since the hours for bulletins were revised, CBS will inaugurate a new schedule Oct. 4, including a 10-minute commercial for Wm. Wrigley, Jr.

Three nights a week the 6:30 spot will be occupied by a commercial for the Delaware, Lackawanna & Western Coal Company. At 6:45 on Thursdays, Fridays and Saturdays, Wrigley will sponsor a beauty program, beginning Oct. 4, and the Press-Radio news will be heard at 6:55. Immediately following the news will come "Myrt and Marge," which Wrigley has been sponsoring for several seasons at the same hour.

The new Wrigley commercial, placed without an agency, goes to a split network, fed from New York to Baltimore, Boston, Hartford, Buffalo, Philadelphia and Providence.

Government Interference Fear Groundless, Say Commissioners

Gary and Brown Advise Broadcasters to Clean Own House or Suffer the Consequences

TWO of the three members of the Broadcast Division of the FCC—Chairman Hampson Gary and Vice Chairman Thad H. Brown—stepped before the nation's broadcasters during the twelfth annual convention of the NAB, Sept. 17-19, to give renewed assurances that the federal government plans no undue interference with the present system of American broadcasting. But they admonished the industry that it must take steps to eliminate questionable and improper practices voluntarily or risk the consequences.

Addressing the convention at its opening session Sept. 17, Chairman Gary reiterated his previously expressed view that the FCC under the law has no powers of censorship and that it desires none. Technically, he declared, the FCC has nothing revolutionary in view.

Urges Good Taste

SPEAKING on "Broadcasting Under the New Deal," Chairman Gary declared the FCC "has no wish to dictate what manner of entertainment or discussion shall go on the air. It is not desirable or necessary. We want the broadcasters themselves to maintain, for the sake of their own continued existence, a clean, wholesome American attitude and balance, the kind that good taste and common sense suggest."

While stating that there is "room for improvement" in so far as program content and advertising is concerned, Mr. Gary said he has seen a "voluntary and earnest effort" by broadcasters and radio advertisers to correct these off-color conditions. The industry, he said, has the power at this time "to establish in the people's consciousness the status radio is to occupy permanently in the United States."

Reverting to censorship, Mr. Gary said it is not censorship to bar from the wave lengths the "vicious, the indecent, and the profane." The law compels this to be done, he declared. "This doctrine accords with the familiar and fundamental principles that free speech does not include unrestricted license," he added.

No Shake-up Looms

ANSWERING "loose talk" about an imminent reallocation and about wholesale shifts in existing frequency and power assignments, Mr. Gary said:

"Let me reassure you. Nothing revolutionary is in view. Naturally, we shall bend every effort to improve the existing set-up for the benefit of the public's reception and for your benefit. We recognize, of course, that there must be a sound economic as well as technical basis for the broadcasting structure. But the technical basis must not be disturbed if it will seriously affect adequate service to the listener. The listener comes first—and especially the remote listener on the farms and in the villages whose happy existence is so definitely bound up with radio entertainment and education."

In a frank and open discussion of the opportunities and the pitfalls confronting broadcasting, Vice Chairman Brown told the convention in an address on Sept. 18 that it was not the desire of the FCC to take from the broadcaster the right to control his activities. "Instead," he asserted, "it is our steadfast desire to vest in the broadcaster all powers of control properly belonging to him. It is rightly your job, and you are the ones properly qualified to do the job of directing broadcasting for the benefit of and to protect the rights of the millions of American listeners. . . . You have the opportunity to make your own control of broadcast activities so successful that there could be no thought or hint of Government control."

The broadcasters, Colonel Brown said, "are the ones to institute reforms in selection and amount of advertising material used on commercial programs. They are the ones to work constantly and tirelessly for higher type programs, to eliminate objectionable remarks, suggestive lyrics, and crude comedy from the radio. If they fail in this, then Government, to protect the interests of the public, will be forced to find some way to accomplish the desired result."

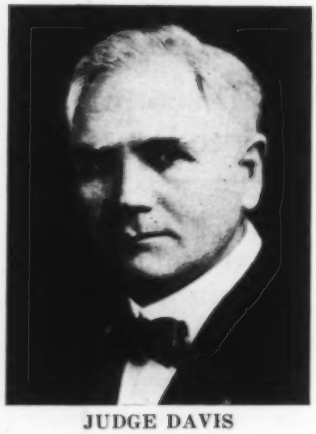
Sees No Censorship

COLONEL BROWN pointed out that the "call" for further control of radio comes not from within the Government itself but from a host of outside representative groups and organizations. He attributed this to the "inestimable importance of the field."

Echoing the words of his colleague on the FCC, Colonel Brown said the question of censorship of radio has never seriously been a question at all. He referred to the public statement of the President that no such censorship of radio, press, or any form of communication has ever been contemplated in any stage of the recovery program. "Radio," he added, "need have no fears of drastic control. It has been repeatedly stated by the FCC that its program has in mind only measures to accomplish the greatest good for the largest number."

Radio-Press Cooperation

A PLEA for mutual cooperation between radio and the press was sounded by Colonel Brown. These two fields, properly viewed, he said, are not in strict competition. "Changes and adjustments between press and radio must be forthcoming," he added. "In the matter of supplying news, a definite understanding is also possible. If the press is faithful to its creed to seek to reach the greatest number of people with news in the least space of time, it cannot afford to overlook the radio. Nor can radio continue to prosper without the continued cooperation of the press."



JUDGE DAVIS

Ewin L. Davis Notes Big Improvement In Programs, Ads

Radio Critic Says FTC Probe Has Shown Few Offenses

EWIN L. DAVIS, member of the Federal Trade Commission and one of radio's severest critics while a member of Congress, has detected a "very substantial improvement" in both radio advertising and in programs, he told the NAB convention in Cincinnati Sept. 18.

Digressing from his prepared address dealing with the FTC's survey of radio advertising as a part of its general advertising campaign to eliminate false and misleading matter, Judge Davis paid high tribute to the broadcasting industry for improvement in program content and elimination of blatancy in advertising. As a member of Congress until two years ago, Judge Davis had been prominently identified with radio legislation and often criticized both the quantity and volume of radio advertising.

Board Is Surprised

THE CHANGED view of this official, regarded as an ultra-conservative, won hearty applause from the 400 broadcasters attending the convention. Judge Davis also revealed that the FTC's special board of investigation, which is conducting the survey of radio advertising, was "impressed with the fact that there was a much larger percentage of these advertising continuities free from any objectionable features than had been anticipated."

In reviewing the scope of the Trade Commission's authority in connection with false and misleading advertising, Judge Davis emphasized that the FTC "neither claims the authority, nor has any desire to censor advertising." Its sole purpose, he said, is to curb unlawful abuses of the freedom of expression guaranteed by the Constitution. "To put it tersely," he said, "the Commission does not dictate what an advertiser shall say, but may indicate what he shall not say."

Judge Davis expressed gratification over the practically 100 per cent cooperation given the FTC by stations, networks, and transcription companies in submitting continuities. The Commission, in response to a request made this summer, he said, has received some 180,000 continuities and has studied 150,000 of them. Of these, he declared, nearly 130,000 were found unobjectionable, while some 21,000 were held over for further checking. "It is my opinion," he declared, again departing from his prepared address, "that only a very small number of these will be found objectionable.

Lauds Cooperation

"THE COMMISSION has been very much gratified by the splendid spirit of cooperation shown by nearly all of those engaged in the radio broadcasting industry. We have been much pleased that this new procedure on our part has been received by the industry in the same spirit in which it is undertaken. It is refreshing that such an overwhelming percentage of your industry are so deeply interested and so fully appreciative of the importance of permitting only truthful and honest advertising over the radio—thus not only preventing the violation of the law through that medium, but also preventing advertisers from defrauding the public and thereby causing a loss of listener confidence in radio advertising."

Judge Davis closed his address with a statement that could only be regarded as a thrust against the so-called Tugwell bill, which failed at the last session of Congress after numerous modifications, but which its sponsors state will be pressed at the forthcoming session. This measure was designed to place rigid restrictions upon advertising and the sale of food, drugs, and cosmetics, vesting the authority in the Department of Agriculture. He said:

Self-Government

"THE FEDERAL Trade Commission's success in its effort to stamp out false and misleading advertising, having as it does the support and cooperation of advertisers, the press, and broadcasters generally, affords an example of what may be done by the Government to protect legitimate business and the public without recourse to drastic punishment, penalties, or forfeitures. It is largely a case of self-government made effective by the aid of the Federal Government in restraining the comparative few who are unwilling to play the game fairly."

Chevrolet's Big Hookup

PRESENTING the Isham Jones orchestra, Chevrolet Motor Co., Detroit, on Oct. 9 will return to the air via 85 CBS stations, Tuesdays, 9:30-10 p. m., EST. With the Ford Motor Co. starting its hour symphony concerts over practically the same network Oct. 7, Sundays, 8-9 p. m., EST, the two leaders in the low-price field apparently are beginning a vigorous competitive drive with radio as a primary medium. The agency handling the Chevrolet account is Campbell-Ewald Co., Detroit.

EATON PAPER Corp., Pittsfield, Mass., (Eaton's Highland and Berkshire writing and typing papers) has begun to use radio, placing its account through Wylie B. Jones, Inc., Binghamton, N. Y. agency.

How Radio Has Speeded Distribution

Products Move Faster From Manufacturer to Consumer; Sales Organization Must Be Maintained in High Gear

By EDGAR KOBAK*
Vice President, NBC

Mr. Kobak

RADIO, as an advertising medium is the newest division of the distribution system. And with its arrival it has brought its own problems. The primary problem is the fact that—up to date—radio is the fastest means of communication from manufacturer to consumer that has yet been developed. There is less than a second's loss of time between the release of the message and its receipt by the consumer, and the message is one that is heard instantly by all. This means that sales, advertising and distribution plans must be geared to a higher speed. Radio's power to stimulate quick action and demand means faster moving of goods from manufacturer to consumer. The radio advertiser must face the problem of handling the sale and delivery of goods with more speed, because of this closer contact with the consumer. Radio at the same time has developed a closer dealer contact for the manufacturer. Let us see what is happening—and why!

Responsiveness Is Key

RADIO'S primary characteristic is responsiveness. An advertising agency executive tells a simple story from his personal experience, in order to indicate his idea of the basic fact behind the use of radio as an advertising medium.

"I took my boy to the circus last week," he said. "Naturally he ate it up. Sat there with his eyes sticking out. The animals, the clowns, the acrobats held him spellbound. But all of a sudden, toward the end of the afternoon, he turned to me with a question I wasn't looking for.

"'What time is it, Dad?'

"'Quarter of five,' I told him.

"'Gosh amighty!' he exclaimed, grabbing for his hat. 'We gotta scram. I gotta be home at a quarter to six to listen to Orphan Annie.'

"Just one ten-year-old kid talking to his dad. A pretty small fraction of the American public. But if you think what he said wasn't important guess again. To me, that's radio. The minute you start using radio, the first fact to realize is that you are handling something that gets right into people's lives. That's why it works.

Radio "Fastest" Medium

RADIO BROADCAST advertising is not designed to replace other types of advertising. In some lines it may be best as a supplement to campaigns in other mediums. And in still other lines it may be of no use at all. No one method of advertising and selling can be applied to all products and to all people alike. What radio has developed is an additional means, a faster means, of reaching the consumer and bringing to that consumer the story of the merits of products. And it has developed through the American system of broadcasting a responsiveness to advertising that often finds the sponsor unprepared. His distribution plan was not organized to take care of the response. Before you enter the American home with your program to build a close personal relationship with your audience be sure that your own distribution system is working to take on the additional response that the right kind of program is constantly developing.

Broadcast advertising, properly handled, is much more than advertising. It is something to which people turn with pleasure—and for pleasure. It creates in its audience a reaction which is primarily emotional. This emotional reaction makes the audience responsive to an amazing degree. Because radio broadcast advertising is new, there is great danger of its being mishandled. Poor programming, unsuitable material, bad taste in program, competitive advertising, all will disturb the results of an otherwise good advertising and sales plan. The listener to a radio program is more sensitive when he listens than when he reads advertisements. Radio programs are placed before groups of people in their homes and more care than usual must be displayed to make sure that no offense is caused in any way. If the listeners have no choice but to hear bad advertising or lose the program, they are indignant. If the program is offensive it starts a round of conversation which may be negative as far as the advertiser is concerned. Keep in mind, when building a program, that you are an invited guest in the homes of millions of people, and that your message and your visit must be placed on the basis of a guest. When you call on people, your customers and prospective customers in their homes, be a welcome guest—one that makes friends. Now let us take a look at another point in this new factor of distribution—distribution of people and distribution of receiving sets.

An analysis of the geographical location of radio receiving sets discloses a close parallel with buying power. That is to say, the geographical distribution of retail sales.

Consumer Controls Radio

A GOOD PART of the significance of the parallelism between location of buying power and location of receiving sets comes from the fact that the relationship is entirely voluntary. It is controlled solely by the consumer. No special effort has been exerted to develop radio's circulation in the high-buying-power territories. No deliberate circulation building plan has built up radio's coverage in those territories rather than in others. The consumer has bought a radio receiving set for just one reason; because he wanted to hear broadcast programs. In the mass, he has bought sets as rapidly as his buying power would permit. Thus the correlation between the location of buying power and the location of sets is a completely natural one—unforced, unguided, and subject to no control except that of the consumers' own volition. His set is usually good for several years—and when it wears out or is out-of-date a new one is purchased.

From the standpint of the sales executive and the advertising man, the essential point is the simple fact that a close and consistent parallel exists between the location of retail buying power and the location of receiving set both nationally and within each territorial division, large or small. This fundamental fact underlies much of the success of radio as a productive medium—an aid to the distribution of many products.

Now let us turn to the effect of broadcast advertising on the most important link in the conventional chain of distribution—the dealer. Recently the Psychological Corporation made a special investigation of the influence that radio exerts on dealers. This survey brought out a very strong dealer preference for the use of broadcast advertising for the national brands that they stock. It also brought out that they are anxious to have displays which feature radio-advertised products.

Dealers Favor Radio

TO INSURE complete impartialty, neither the supervising psychologists nor the investigators who did the field work, knew for whom the survey was being conducted. Personal calls were made upon 2,500 dealers from coast to coast. This year the survey was made again of about 1,800 dealers. In doing the survey a second time more than a year after the first check-up, we found dealers on the whole even more sold on the effectiveness of radio as an advertising medium. Asked which meduim they considered to be the most effective in selling, radio was preferred by more than 68% of the druggists, 53% of the grocers and 54% of the gasoline dealers. The investigators also asked dealers what single advertising medium they would choose themselves if they had to plan a national advertising campaign for the products they were selling. Radio was the one medium chosen by 70% of the grocers and 63% of the gasoline dealers. (It is interesting to note that these answers in the 1934 survey are 5% higher than the 1933 answers in the case of the druggists, 6% higher in the case of the grocers and 6% lower in the case of the gasoline dealers.)

There is one more question which should be high-lighted because it bears very closely on the effect which radio has on distribution, in view of the direct evidence it gives of the consumer demand which radio creates. The dealers were asked which medium their customers talked about most when they came in to make their purchases. Once again radio scored the great majority of points—drug stores over 72%, grocery stores 58% and gasoline stations 61%. And more than 50% of the dealers surveyed had radio sets operating in their stores—a direct point of purchase tie-in for manufacturer, dealer and consumer.

Lincoln Analogy Cited

DETAILED information on this survey is available, but not necessary to bring out in this talk. Our point is not that other forms of advertising are in disfavor with dealers, but that radio led by a sizeable percentage in each case. It is our belief that the various forms of advertising must be used in such a way that the combined efforts of all forms sell the most goods.

Some time ago the Kimball-Hubbard & Powell advertising agency wrote a most interesting advertisement. The title was "If Abraham Lincoln could have used the radio." The copy in the advertisement made this very compelling observation, "What would have happened, do you think, if Abraham Lincoln could have talked

(*Continued on page 51*)

FAIR COUNSEL FOR FCC—The new Communications Commission now has three women lawyers. In the center is Miss Fanney Neyman, of Butte, Mont., principal attorney, who was acting assistant general counsel of the old Radio Commission and who has been a mainstay in broadcasting litigation. Left is Miss Elizabeth C. Smith, of Oklahoma City, and right is Miss Annie Perry Neal, of Louisburg, N. C. Miss Smith and Miss Neal are new appointees.

*Address before Boston Conference on Distribution, Sept. 25.

XUM

Weiss, WJR, Takes Broadcasting Cup

69 Score, With 30 Handicap, Wins Golf Tournament

SHOOTING 69, after a handicap of 30, Lewis Allen Weiss, assistant general manager of WJR, Detroit, won the NAB golf tournament at the Twin Oaks Country Club, Latonia, Ky., Sept. 15, and was declared winner of the golf trophy annually awarded by BROADCASTING Magazine. With a gross of 91 but a net of 71, I. S. Roberts, KFRC, Houston, took second place. A. B. Chamberlain, of the CBS technical department in New York, and Lester F. Cox, KWTO, Springfield, Mo., were tied for third with net scores of 72 each, Mr. Chamberlain's handicap being 25 and Mr. Cox's 30.

Although he took a 30 handicap, it was the first time in his golfing career that Mr. Weiss had ever shot an 18-hole course under 100. He was given the silver loving cup at the banquet ceremonies the evening of Sept. 17.

In the field of 44 entries, H. A. Woodman, KDKA, would have been the victor by several strokes over his nearest competitor had the play been scored on gross. He went around the course in 89 for a net score of 79 with his handicap of 10. The next highest gross scorers were Mr. Roberts and George E. Sutton, Washington radio attorney, with scores of 91 each.

List of Scores

FOLLOWING are the official scores of the tournament:

Name	Gross	Net
Lewis Allen Weiss, WJR	99	69
I. S. Roberts, KFRC	91	71
A. B. Chamberlain, CBS	97	72
Lester E. Cox, KWTO	102	72
Ednyfed Lewis, WFI	97	75
Don S. Elias, WWNC	92	76
George Sutton, Washington	91	77
Lloyd Egner, NBC	103	78
F. M. Russell, NBC	108	78
Earl Gammons, WCCO	97	79
R. L. Ferguson, WINS	109	79
H. A. Woodman, KDKA	89	79
D. M. Patrick, Washington	93	79
I. R. Lounsberry, WGR, WKBW	99	79
Donald Withycomb, NBC	109	79
John W. Guider, Washington	97	79
W. Henges, Graybar Co.	101	79
E. K. Cargill, WMAZ	95	79
S. H. Cook, WFBL	100	80
H. C. Butcher, WJSV	104	80
Ezra A. McIntosh, WWNC	103	81
Art Kemp, KHJ	100	82
Earl D. Jencks, WTCN	106	82
Frank Chase, NBC	103	83
E. F. Bader, WAAW	103	83
Niles Trammell, NBC	107	83
C. J. Myers, KOIN, KALE	103	83
Walter J. Damm, WTMJ	103	84
Robt. T. Convey, KWK	102	85
Stanley Hubbard, KSTP	115	85
Lewis Crosley, WLW	95	86
William S. Hedges, NBC	115	87
Ed Voynow, Edward Petry & Co.	105	87
Joseph Spadea, Edward Petry & Co.	118	88
Wm. H. West, KSD	114	90
H. A. Bellows, NAB	114	90
Humboldt Grieg, Grieg, Blair & Spight	112	90
F. E. Johnston, WLW	102	91
John Harrington, KWK	116	91
William Lodge, CBS	117	92
J. W. McIver, WWNC	115	93
J. L. Kaufman, WINS	126	96
M. R. Runyon, CBS	126	96
Paul H. La Stayo, WAAT	127	97

"VITA FIG MUSH" Steals NAB Convention Show With Ad Drama

"VITA FIG MUSH," key product of the "Amalgamated Consolidated Affiliated Food & Beverage Co., Inc., and Sons, Ltd.," stole the show at the NAB convention in Cincinnati on Sept. 18. A stirring drama of modern advertising, wherein Mr. Isadore Budget, president of the company, was finally sold on radio after having used only the printed media, the program was prepared by H. J. (Tubby) Quilliam, commercial manager of KOMO and KJR, Seattle. It was "placed" by "N. W. J. Walter, B. V. D. O'Lord & McCann" agency. The characters were portrayed by WLW players, after which a transcription of the program finally decided upon was presented to the amusement of the 400-odd conventioneers. Copies of the script may be procured from Mr. Quilliam, who also is planning to have pressings of the transcription made in response to demands.

High Fidelity Sets Call for Improved Broadcasting Plant

NAB Engineering Committee Reports Station Survey

INTRODUCTION of "high fidelity" receivers this year necessarily imposes upon the broadcaster the responsibility for and the necessity of maintaining engineering standards much more rigid than those now generally in use, according to the report of the Engineering Committee of the NAB submitted at the annual convention in Cincinnati Sept. 17 by Joseph A. Chambers, technical supervisor of WLW-WSAI, Cincinnati, and chairman of the committee.

The improved receivers in this category, now being marketed, said the report, are capable of reproducing a wider range of frequencies than receivers heretofore commercially obtainable. "Because of this they will much more readily show up any defects and deficiencies in the broadcast transmission system," it stated.

A survey of transmission conditions of a selected group of stations, the committee said, disclosed that, while a majority of the station installations were capable of picking up and transmitting a signal at least equal to the reproducing ability of the most modern receiver, they fall short of their capabilities. Of the stations surveyed by the Radio Research Co., Washington, 52 per cent were deficient in transmission of low audio frequencies and 66 per cent of them in the highs. Other deficiencies disclosed included excessive and extraneous noises, limited and irregular frequency range, poor studio acoustics and pickup technique.

"Neglecting to correct these conditions will result in a gradual but steadily increasing unfavorable reaction on the part of those listeners who invest in new receivers," the report said.

Separation Sufficient

THE COMMITTEE expressed that view that a channel separation of greater than 10 kc. is not necessary in high fidelity transmission. If the other technical requirements are met, it continued, the existing allocation or a logical adjustment of it would produce the most practical results. "The decision on the adoption of any high fidelity standards," it stated, "must balance the improved quality of reception in a restricted area against less perfect reception over a greater area."

Various meetings and conferences held with representative committees of the Institute of Radio Engineers and the Radio Manufacturers Association during the year were reviewed by Mr. Chambers. These related to proposed operating standards and methods of improving them, and all tended to bring out that the station sells what "goes off the antenna" rather than what goes into it.

Because of existing conditions, the committee explained it is drafting a *Handbook of Broadcast Stations Operating Practices*, being assembled and edited by J. C. McNary, technical director of the NAB. This publication, Mr. Chambers said, will be designed to assist engineering personnel of member stations in attaining the maximum capabilities of their station installations. It will recommend operating standards and will standardize and give information regarding the methods of determining and improving operating conditions and characteristics, he declared.

Recommendations Approved

RECOMMENDATIONS made by the committee, subsequently adopted by the convention, were as follows:

(a) That all stations place in the hands of their operating personnel the necessary testing and measuring equipment of the latest type, to assure the maximum operating capabilities of the station equipment.

(b) That the Engineering Committee be instructed to complete the work on the proposed *Handbook* and that this *Handbook* be published for distribution to member stations.

(c) That there be further study and analyses of technical practices and standards with a view toward improving the use of the facilities of member stations to attain a higher standard.

(d) A furtherance of the cooperative action by the RMA, the IRE, and the NAB to improve the results of the entire radio broadcast system from microphone to loud speaker.

Perpetuation of Free Thought, Speech Rests With Broadcasters, Asserts Hard

Impartiality and Comprehensiveness of Radio Need Emphasizing to Convince a Dubious Public

Mr. Hard

UPON the broadcasters of the United States rests the responsibility for the perpetuation of free thought and free speech and therefore "of the essentials of all human liberty in the future of mankind," William Hard, noted journalist and radio commentator, told the NAB convention in Cincinnati in an address at its opening session Sept. 17.

Speaking on "Radio and Human Liberty," Mr. Hard discussed a branch of radio heretofore seldom touched upon by any authority because of its apparent remoteness. So forcibly was the subject presented, however, that it became promptly evident that it is a very real issue, according to many of those present.

For Better or Worse

AFTER analyzing the function of radio, and comparing the American system of private enterprise with the European method of rigid governmental control, Mr. Hard pointed out that radio does not necessarily in and of itself mean progress. While it has meant progress in this country, it has made the international state in Europe worse. Radio, he said, is not a salvation but only an acceleration.

"It can hurry life faster toward the worse," he said. "Its destination depends upon the soul that man puts into it. It can be the greatest organ ever invented for the opening of wider horizons to the free development of mankind. It can equally be the cunningest engine ever devised for riveting the chains of mass-prejudice and mass-superstition and mass-slavery upon the mass-mind."

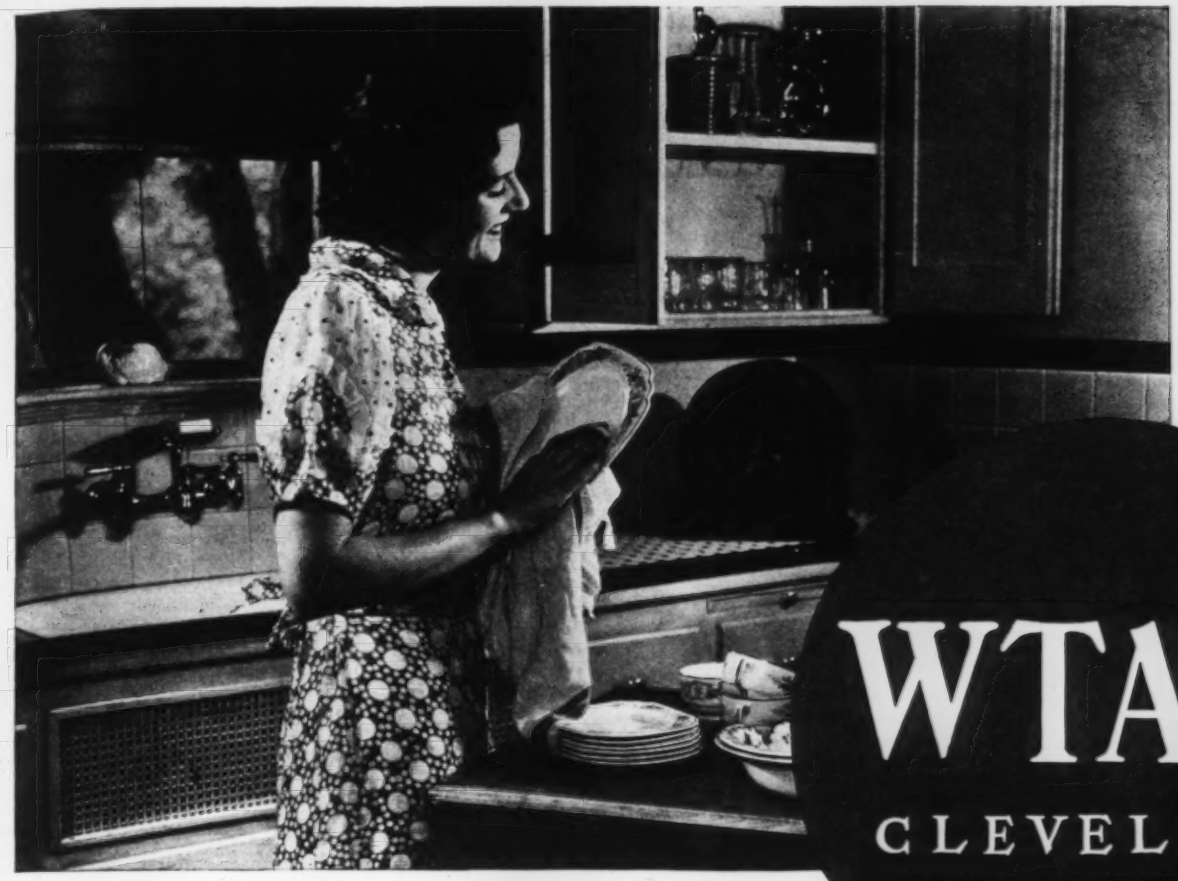
Mr. Hard pointed to the precarious position of radio in the United States, wherein stations are licensed to the air only provisionally and must serve the public interest, convenience and necessity to continue their tenure. At any time the government, without any change in law, he declared, can step in and revoke station licenses, turn them over to others or place them in the hands of governmental agencies, simply by employing the "public interest" yardstick.

Liberty at Stake

REVIEWING the state of liberty in radio in the world, Mr. Hard said: "We must say that the extension of liberty in radio in the world is hinged upon the preservation of liberty in radio in the United States. We must say that the preservation of liberty in radio in the United States is hinged upon the daily continuous conduct of the personalities and organizations present or represented in this room. We must say, with no invocation of rhetoric but only in deference to reality, that no body of men in this whole world bears a greater responsibility for the perpetuation of free thought and of free speech and therefore of the essentials of all human liberty in the future of mankind than do the broadcasters of the United States."

Mr. Hard explained that government can provide amusement for its people more copiously from its treasury than can private enterprise. In this country private radio must combat such a possi-

(Continued on page 45)



WTAM
CLEVELAND

At Home to You
...*all day long*

Daily, through the medium of an announcer's voice against the background of an attractive program, advertisers are reaching and selling the "class" market represented by the thousands of women at home during the day. They are receptive to ideas that will aid them in making their homes happier and healthier places to live.

The story of your product—whether it be foods, cleansers, drugs, soaps, furnishings, appliances, or any one of many products of interest to a housekeeper—can be sold to this "class" market at a "mass" price. Not only are daytime rates one-half evening, but there are more hours available. WTAM advertisers are using daytime hours more and more—currently 46% of this station's sponsored time is daytime.

The station or any of the offices listed below will be glad to furnish complete information.

NATIONAL BROADCASTING COMPANY, INC.
A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO
WEAF & WJZ — WRC & WMAL — WMAQ & WENR — KPO, KGO & KYA

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY
PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PORTLAND, ORE.—KEX • SPOKANE—KGA • SEATTLE—KJR

NBC and CBS Report Large Increases In Sponsors, Time Sold Over Last Year

Fall Net Business Indicates Upward Trend for Industry; Sunday Has Most Sponsored Time on NBC Schedule

BOTH NBC and CBS report a considerable increase of sponsored broadcasts for this fall, in number as well as in time, as compared with the same period in 1933, indicating that commercial broadcasting is steadily continuing its upward trend.

NBC reports for both its networks a 6.3% increase in number of advertisers and a 9.7% increase in number of programs, compared with the corresponding date in 1933. One hundred two advertisers have been contracted to sponsor 124 programs beginning Oct. 1. Last year 96 advertisers were scheduled, sponsoring 113 programs. This gives 1934 an increase of 6 advertisers and 11 programs. Actual commercial broadcasting hours total 82 hours and 10 minutes for October, 1934, as compared with 78 hours and 15 minutes in October, 1933, an increase of 3 hours and 55 minutes. There are, for 1934, 15 full hour broadcasts, as against 11 in 1933 (an increase of 36.4%); 53 half-hour programs as against 49 in 1933 (8.2% increase); 56 quarter-hour broadcasts as against 53 in 1933 (5.7% increase).

Daytime Increase

THIS YEAR 78 (63%) of the sponsored programs are evening, 46 (37%) are daytime; in 1933, 75 (66%) were evening, 38 (34%) were daytime.

Although more advertisers are represented on Friday than on any other day of the week the total length of sponsored time is greatest on Sundays, NBC reports, while Columbia tabulates quite different preferences as to the days. As far as NBC is concerned, this is a decided change from 1933, when Sunday was the least popular day in point of sponsored broadcasts. Thursday, which was first last year, has fallen to fourth place.

NBC's largest advertisers in point of time are the Metropolitan Life Insurance Co. with a total of six hours per week, Procter & Gamble Co., which with five programs will be on the air a total of 4½ hours per week, and Standard Brands, Inc. with four programs for a total of three hours.

The two oldest NBC advertisers are Colgate-Palmolive-Peet Co. and the Metropolitan Life Insurance Co., which first used NBC facilities in January, 1923. The Great Atlantic and Pacific Tea Co. is the oldest continuous NBC advertiser, having been on the air since March, 1924.

CBS with its single network will carry an average 42½ hours of sponsored programs a week, beginning Oct. 1. This represents an increase of 11.1% over the corresponding period last year. The average length of program time on commercial broadcasts shows an increase of 17.7% for evening programs (average evening program 1934 being 21.9 minutes as against 18.6 minutes in 1933) and an increase of 1.3% for daytime programs (average daytime program 1934, 16.1 minutes compared with 15.9 minutes in 1933). There is also a considerable station hookup increase. CBS shows as the average number for any individual sponsored broadcast 21.5 stations in daytime, and 33.6 stations in the evening, as compared to 18.9 and 32.8 in 1933. That is an increase of 13.8% for daytime programs, and 8.5% for evening programs, or a general average of 29.4 stations (25.7 in 1933) with an increase of 14.4%.

There is also to be noted an increase in the number of stations per hookup on NBC's red and blue networks, although exact figures are not available.

Two Days Tied

CBS reports that the distribution of sponsored programs throughout the days of the week is much more even this year than in 1933. Monday and Wednesday (with seven hours each as against six and 7½ respectively in 1933) tie for first place, while Sunday and Friday (with 6¾ hours each compared with 4¾ and 7½ respectively in 1933) tie for second. Sponsored time on Saturday almost doubled this year (7.6 hours this year, 3.9 hours last year).

The three largest advertisers in point of time are reported by Columbia as Sterling Products and American Home Products, which with four programs each will be on the air a total of three hours per week, and Wasey Products, which with two programs will be on the air 2½ hours during the week. The largest advertiser in point of time, advertising one product only, is the Ford Motor Co., which with two programs will be on the air 1½ hours each week, exclusive of the World Series broadcasts.

The two oldest CBS advertisers are Emerson Drug Co., which first used CBS facilities in 1927 (when Columbia was organized) and the Wm. Wrigley, Jr. Co., which first used CBS facilities in 1928. The two oldest continuous CBS advertisers are General Baking Co., on since January, 1931 and J. L. Prescott Co., on the air since February, 1931.

Testing for Cosmetics

L. PERRIGO Co., Allegan, Mich. (manufacturing chemists), has undertaken a test of radio, using WFBL, Syracuse, N. Y., to introduce its new Edith Abell line of cosmetics. It is using three evening studio periods weekly, featuring Ducie Weir and Jack Shannon as "Pat and Jerry" in a program of dialogue, songs, and duets, with the script written around a young couple trying to break into radio. It is also testing spot announcements. Kingsley Horton represents the company in placing the account direct, the Edith Abell line being a direct from manufacturer to retailer item.

"THE WOMAN'S SIDE of the News," conducted by Katherine Darst, woman editor of the *St. Louis Globe-Democrat*, was started by KMOX on Sept. 5.

NBC Names Rosenblum Vice President, Sarnoff Chairman of Directors

Mr. Rosenblum

DAVID ROSENBLUM, formerly with Trade-Ways, Inc., has been elected a vice president of NBC, it was announced Sept. 22, following a meeting of the network's board of directors. All the present officers were reelected, and David Sarnoff, RCA president, was elected chairman of the board to fill the vacancy created by the death of H. P. Davis, of the Westinghouse Co.

Mr. Rosenblum, a Harvard graduate of 1908, was one of the founders and a former vice president of the Alexander Hamilton Institute. In 1915 he resigned to organize the Business Trading Corp., and then he became a vice president of Trade-Ways, one of its units. That organization has been retained by NBC during the last two years in a consulting and advisory capacity in connection with the sales and promotion activities of NBC, its artist service, station relations and other organization problems.

M. H. Aylesworth was reelected president, R. C. Patterson, Jr., executive vice president; Mark Woods, assistant executive vice president; A. L. Ashby, vice president and general attorney, and the following other vice presidents were reelected: George Engles, Edgar Kobak, Frank Mason, John F. Royal, R. C. Witmer, Don E. Gilman, F. M. Russell and Niles Trammell. Reelected to their offices also were H. K. Norton, treasurer; Lewis McConnach, secretary, and R. J. Teichner, assistant treasurer.

Don Lee Bequeaths Estate to His Son

THE WILL of Don Lee, Pacific coast radio network owner, who died Aug. 30, was filed in probate court at Los Angeles during September. The entire estate was willed to his son, Thomas Stewart (Tommy) Lee, who is vice president of the Don Lee Broadcasting System and head of its Artists' Bureau. No estimate of the estate was made in probation except for the usual "in excess of $10,000" clause.

The original will was executed Sept. 14, 1933, with a codicil as of March 17, 1934. No mention was made of the widow, the former Mrs. Geraldine May Timmons, whom he married early last summer. The codicil revoked a 25 per cent bequest to Beatrice Norton, aunt of Gerald Norton, KHJ sales executive, and former fiance of Don Lee.

Sums of $1 each were willed to Mr. Lee's two adopted daughters, Mrs. Christine Boyd Lee Witherspoon, wife of Herbert Witherspoon, KHJ sales official, and Elizabeth Boyd Lee, also of Los Angeles. Tommy Lee and R. D. Merrill, Mr. Lee's brother-in-law, of Seattle, were named as executors. It has been reported that several contests of the will are to be filed in court.

Code Ruling Made On Ad Cancelling

A RULING that advertisers cannot reserve the right to cancel their programs without short rate even if government regulations or legislation requires such a cancellation, unless such a condition is stipulated in the rate card of the station or network, was rendered by the Code Authority for the radio broadcasting industry in a bulletin issued Sept. 25. The bulletin follows in full text:

The Code Authority has received inquiries from stations concerning the inclusion of the following clause in certain of their contracts:

"The advertiser reserves the right to cancel this program without short rate if governmental regulations or legislation require such a cancellation."

The question arises whether such a condition is consistent with the provisions contained in Article VII, Section 1, paragraph (a) of the Code.

That section provides in part as follows:

"Each broadcaster and network shall forthwith publish and file with the Code Authority a schedule of all its rates regularly and currently charged to advertisers for the use of broadcasting time, together with all discounts, rebates, refunds, and commissions which shall be allowed to the users of such time or to their recognized agents, such schedule to be known as the rate card. * * *"

Regular procedure for the modification of a rate card is also provided for in Article VII, Section 1, paragraph (a) of the code, which provides in part as follows:

"No rate card or rate charged thereunder shall be modified until fifteen days after the filing with the Code Authority of the rate card with the proposed modifications."

The inclusion of any such condition in a contract, therefore, cannot be accepted as a modification of a rate card.

The Code Authority, therefore, rules that the inclusion of any such condition in a contract, if it is inconsistent with the stations' or networks' rate cards, is in violation of the code.

New Davenport Station

AUTHORITY to move KICK from Carter Lake, Ia., to Davenport, Ia., and to transfer its license to the Palmer School of Chiropractic, was granted by the Broadcast Division of the FCC Sept. 24. The station will operate full time with 100 watts, shifting from the 1420 to the 1370 kc. frequency. Operated by the same interests which control WOC-WHO, Des Moines, it will be known as WOC at its new location, the Des Moines station retaining the call WHO.

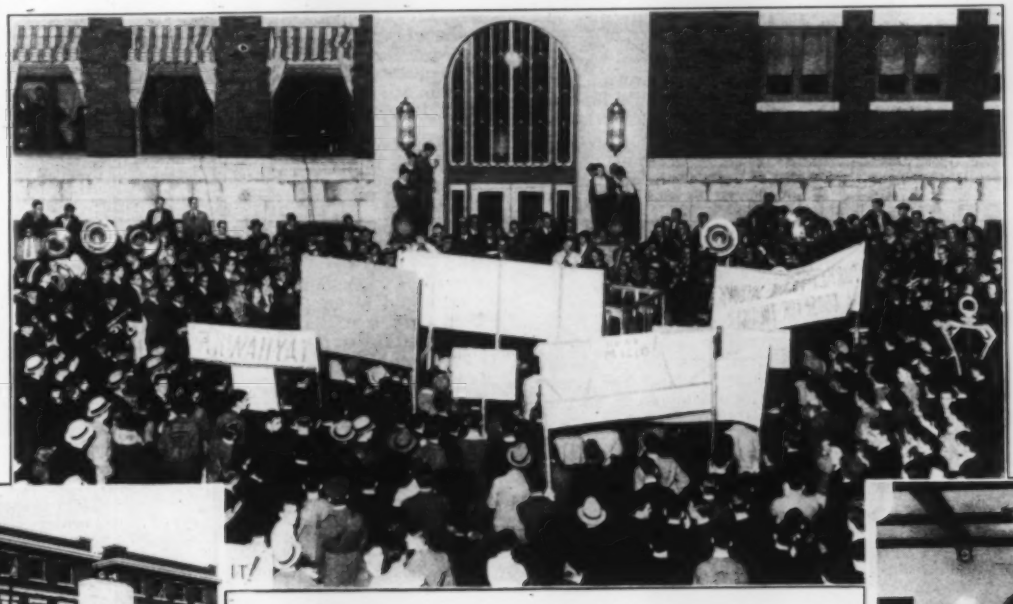
Test for Threads

SPOOL COTTON Co., New York (J. & P. Coates and Clark's threads) will shortly start a series of radio tests in several as yet unselected markets, preliminary to a possible intensive national radio campaign. Whether spot announcements or studio programs will be used has not been decided. The account is now handled by Young & Rubicam, New York.

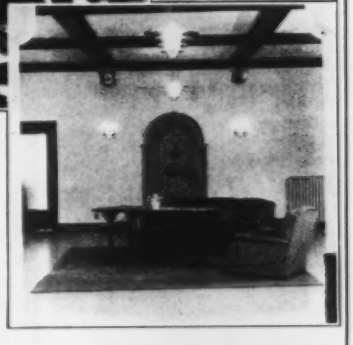
GOLDEN PEACOCK Co., Paris, Tenn. (cosmetics) is using WLAC, Nashville, and WREC, Memphis, for twice-weekly WBS Daily Program Service 15-minute programs for 13 weeks, placed by Ruthrauff & Ryan, Chicago.

FOOTBALL

PLAY BY PLAY



The WREN Building of Lawrence, Kansas, which houses the modern offices and studios of WREN.



Showing a portion of the visitors' lounge in the WREN building . . . "Note" the transmitter of WREN is located between Lawrence, Kansas, and Kansas City, Missouri—enabling WREN to dominate a wide area of Western Missouri and Eastern Kansas.

More than 7,000 Football Fans participated in the big "Kansas-Missouri Football Rally" held in front of the WREN Building, the night before the game of 1933. This WREN Football Rally each year is a major event in local broadcasting. YES WREN IS a basic station of the National Broadcasting Company Network, but WREN also broadcasts those important events of local interest throughout the Kansas City Market . . . THAT'S WHY LISTENERS KEEP THEIR DIALS TUNED TO WREN

•

If you want to sell the Kansas City Market
Put WREN to work for you.

NBC Basic Blue Network
1000 WATTS
17 Hours Daily

VERNON H. SMITH
Manager

Offices and Studios
WREN BUILDING
LAWRENCE, KANSAS

WREN

Greig, Blair & Spight, Inc.,
National Representatives
New York—Chicago
San Francisco
Los Angeles
Detroit

XUM

Radio Advertising Off 19% for July; Still Above 1933

National Spot Leads Decline; Other Media Show Losses

BROADCAST advertising in July totaled $4,375,463, a decrease of 19.2% as compared with June, according to the NAB statistical service of Dr. Herman S. Hettinger, University of Pennsylvania economist. National spot volume decreased 31.4%, national network business 22.9%, regional network volume 9%, and local advertising 17.1%. Time sales in July were 37.6% below the March peak.

July broadcast advertising volume was 11.6% greater this year, however, than in 1933. National and regional network advertising was 37.8% above July, 1933, while spot volume was 4.4% larger. Local advertising last July fell off 20.4% as compared with the corresponding month last year.

All Media Declined

THE JULY seasonal decline in broadcast advertising was somewhat less than that experienced by other media. Magazine volume dropped about 30%, farm paper volume 27%, and newspaper advertising 22%.

The heaviest decline in non-network advertising during the month occurred in the class of stations above 5,000 watts, July revenues being 36% less than in June.

Electrical transcription volume dropped 18.9% as the result of the decline in local business, while live talent business declined 16.5%, record volume 50%, and spot announcements 8.4%.

A general decline in all fields, except clothing, was noted in the sponsorship trend. Among the products which showed gains over July, 1933, were soap and kitchen supplies, pharmaceuticals, cosmetics, and foodstuffs. Tobacco advertising dropped 46% below the preceding year.

Ad Distribution

THE DISTRIBUTION of advertising among the major media follows:

Advertising Medium	*July*	*Cumulative Jan.-July*
Radio broadcasting ...	$4,375,463	$42,496,943
National magazines ...	8,147,057	69,556,862
National farm papers ...	340,234	3,211,161
Newspapers	34,462,900	276,998,150
Total ..	$47,325,654	$392,363,116

The division of national spot and local advertising by type of rendition for July follows:

Type of Rendition	*National Spot July*	*Local July*
Electrical transcriptions	$224,745	$95,995
Live talent programs	397,450	559,964
Records	3,188	29,395
Spot announcements	142,367	394,710
Total	$767,750	$1,080,064

MORE than 32,500 radios valued at $1,200,000 were sold in Canada during the first three months of this year.

"Big Names" Switching

UNABLE to clear periods they formerly held, numerous sponsors are shifting from one network to another this fall and winter, so that former "big name" standbys of one network are being heard more and more on another. Not only is "Roxy" now on CBS for Fletcher's Castoria, but Will Rogers this month will start on the new Gulf Refining Co. program on CBS, and Eddie Cantor, who returns to the NBC-WEAF network Oct. 7 to complete the remaining eight weeks of his contract for Chase & Sanborn, is tentatively slated to start at the end of that period for Lehn & Fink on a CBS network.

Rep. Prall Recuperating From Auto Crash Injury

REP. ANNING S. PRALL (D.), New York, likely appointee to the FCC next January upon expiration of his Congressional term, is recuperating rapidly from injuries suffered in an automobile accident Aug. 1, according to Virginia Hildebrand, his secretary.

Miss Hildebrand said she had visited her chief at the hospital in Staten Island, N. Y., and that he expected to be sufficiently recovered from the compound fracture of the bones in his lower right leg to return to Washington in November. X-rays show that the bones are knitting properly, she said.

Rep. Prall was named by President Roosevelt last February to succeed Commissioner Starbuck on the old Radio Commission. He elected to conclude his service in Congress, however, and, under the law, will not be eligible for service on the FCC until January. Mr. Prall has been definitely promised a place on the new Commission, and probably will serve on the Broadcast Division.

Insurance Spots

PROVIDENT MUTUAL LIFE INSURANCE Co., Philadelphia, which on Oct. 2 starts its dramatic programs on 20 NBC-WJZ stations, Tuesdays, 9:30-9:45 p. m. with repeat for West at 1:15-1:45 a. m., has also transcribed its "Story Behind the Claim" programs and on Oct. 14 will place it for nine weeks on seven stations. They are WGST, Atlanta; WBRC, Birmingham; WEBC, Duluth; WBIG, Greensboro, N. C.; WTAR, Norfolk; WMBG, Richmond, and WTCN, St. Paul. Transcriptions are by WBS and account is handled by Samuel Lewis, Philadelphia.

Anti-ASCAP License

AN ORDINANCE placing a $2,500 occupational license upon any individual acting as collector of fees assessed for the performance of copyrighted music in public places, after the fashion of the American Society of Composers, Authors & Publishers, was adopted Sept. 13 by the city commission of Miami, Fla. The action was taken, it was explained, because of complaints by hotels, radio stations and others to the commission that extortionate charges were levied by copyright owners for the performance of popular songs by orchestras.

Eugene Mittendorf Quits As Manager of WKRC

Mr. Mittendorf

EUGENE S. MITTENDORF, general manager of WKRC, Cincinnati, and a pioneer radio executive, announced his resignation Sept. 21, effective upon appointment of his successor. Operated by WKRC, Inc., of which Mr. Mittendorf is president, the station is controlled by CBS.

Announcing his decision to his staff, Mr. Mittendorf said he plans to leave for California with his wife and 6-year-old daughter for a long rest as soon as his successor is named. He did not indicate whether he planned to return to radio after this vacation.

Mr. Mittendorf became connected with radio in 1923 with WSAI, Cincinnati, then operated by the U. S. Playing Card Co. Two years later he became manager of the newly opened WKRC, erected by the Kodel Radio Corp. Eventually he became part owner of the station, along with Sam Pickard, CBS vice president. In 1929 controlling interest in the station was sold to CBS. At the outset "Mitty," served as announcer, continuity writer and in musical and production work in radio. He was identified with the formation of CBS in September, 1927, WKRC having been one of the 16 charter stations of that network.

Procter & Gamble Hires Composers for Show; Gelatin Signs Pickford

HAILED as an instantaneous success, "The Gibson Family," one-hour musical comedy sponsored by Procter & Gamble Co., Cincinnati (Ivory soap), made its premiere Sept. 15 for a 39-week run on 32 NBC-WEAF and supplementary stations, placed through the Blackman Co., New York. It is the first regular sponsored show for which the music was specially written for radio. The sponsors have engaged Composer Arthur Schwartz and Lyricist Howard Deitz to write the music, paying them more than $1,000 a week each.

The music, after being heard on the radio, is being offered for sale as sheet copies through the usual channels. The book for the show was written by Courtney Riley Cooper, the author and playwright.

The success of this show augurs more dramatic and musical comedy preesntations specially written for radio, according to opinion in broadcasting circles. Already Standard Brands, Inc., New York (Royal Gelatin), through the J. Walter Thompson Co., has engaged Mary Pickford and a stock company for a half-hour dramatic series on 22 NBC-WEAF stations, starting Oct. 3, and to be heard Wednesdays, 8-8:30 p. m., EST. The American Broadcasting System, new network, also has announced the engagement of a stock company to present dramatic shows regularly, starting Sept. 30, under the direction of Geraldine Garrick.

Net Returns in August Continue Upward Trend Though Not So Sharply

THOUGH registering smaller gains, as compared with 1933, than had been the case during the earlier months, August figures for time sales of NBC and CBS nevertheless show that the upward trend remains unbroken. Advance bookings for the fall indicate that the slowing down in pace manifest during August was only temporary, and may in fact have been due to the heavy fall contracts.

NBC's two networks, including the Pacific coast, grossed $1,735,555, an increase of 23.3 per cent over August last year. The NBC-WJZ network total was $488,202, or an increase of 6.3 per cent, while the NBC-WEAF network took in $1,161,581 for a percentage increase of 33.7. CBS, with an income of $513,315, showed a gain of 2.7 per cent.

The comparatively better showing by the WEAF network may be partly explained by the fact that it has a preponderance of year-round clients. Both the WJZ chain and CBS, when seasonal clients left the air for the summer, began signing contracts for the fall, and so entered commitments which made it impossible to accommodate sponsors for the intermediate period.

KNX Sues Newspaper

WESTERN Broadcast Co., operators of KNX, Hollywood, Sept. 14 filed a libel suit against the Times-Mirror Co., publishers of the *Los Angeles Times*, asking $250,000 actual damages and the same amount for punitive damages, or a total of $500,000 . The suit alleged that an editorial titled "A Plain Statement," published in the newspaper last April, libeled KNX. The article was the *Times'* explanation as to why it had eliminated KNX programs for its daily listing. It was charged that the editorial contained false assertions in connection with KNX's news broadcasts, alleging, among other things, that the news was not authentic or reliable.

WLS Contracts With NBC

NEGOTIATION of a new contract with NBC, to replace one which expired March 1, for a two-year period beginning Oct. 1 was announced by WLS, Chicago, Sept. 19. In lieu of a time-trading arrangement under which the *Prairie Farmer* station compensated NBC for using the 50,000-watt transmitter of WENR, Chicago, with which it shares time, WLS will pay a stipulated rental of $5,600 per month for use of the transmitter, and will acquire additional time equivalent to 6 daytime hours, or three evening hours per week.

WILLIAM J. LAWLOR, radio engineer at the Boston studios of WBZ and WBZA, who was seriously injured by a hit-and-run driver as he stepped from a street car, has returned home from St. Elizabeth's Hospital. His complete recovery is assured.

WCAU
WOMEN'S CLUB OF THE AIR

Will Positively Increase the Sales of Any Product Sold to Women!

Phenomenal Results:

Case histories tell the story: Nationally famous household cleanser DOUBLES sales the FIRST MONTH after joining WCAU Women's Club of the Air! Sales of widely-known dog food multiply over 6 times! Scouring compound records 43% increase after 2 months! Fruit association enjoys complete sell-out of local warehouse in 7 weeks! ☆ Such results are typical, not exceptional. But here's the most significant fact of all: NOT ONE ADVERTISER USING WCAU WOMEN'S CLUB OF THE AIR HAS FAILED TO SHOW A SUBSTANTIAL INCREASE IN THIS AREA! Can YOU afford to ignore this record? Write in at once for Descriptive Booklet!

CONDUCTED BY NATIONALLY-RECOGNIZED EXPERTS

DR. ALLENE HOUGHTON
WCAU
Home Counselor

A. B., A. M. and Ph. D. Dep't Store consultant, advertising agency executive, faculty member of Rockford College, Goucher and University of Illinois. Formerly New York American's celebrated Prudence Penny.

MISS ELSIE CAROL
Director, WCAU
Food Service

Graduate of the Lewis Institute of Chicago. Traversed United States, working in an educational capacity and conducting her famous cooking classes. A charming woman to whom home-makers listen, and whose suggestions they act upon!

WHAT AGENCIES SAY:

". . I take this opportunity to tell you how much we appreciate the co-operation you are giving both to us and to our client's Philadelphia organization."

●

"With the enthusiasm you are putting behind this I am sure Philadelphia is going to rate at the top of the list of test cities."

●

"I have attended these broadcasts and have seen the remarkable intelligence, skill and conscientiousness that go into their performance."

●

"I am convinced that this is one of the most desirable advertising efforts a manufacturer can use in Philadelphia."

●

"As far as Dr. Houghton, Miss Elsie Carol and Miss Moore are concerned you probably know better than we could tell you what a wonderful hit they have made with the entire OAKITE organization and the sincere efforts of these Home Economics experts in popularizing OAKITE in the Philadelphia territory is just about 100%.

WCAU 50,000 WATTS PHILADELPHIA
WOMEN'S CLUB OF THE AIR

Financiers Urged To Use Advertising

Publicity Needed to Restore Confidence, Says Banker

A BROADER use of advertising by financial institutions was urged by I. I. Sperling, assistant vice president of the Cleveland Trust Co., in his inaugural address as president of the Financial Advertisers Association in Buffalo, Sept. 13.

Declaring that advertising is still the greatest mass force in educating the consumer to an intelligent, satisfactory choice, he said:

"There is but one sales power that can do an economical job in fighting along the entire front of indirect competition. That power is advertising. Advertising can be in a hundred, or a thousand, or a million places.

Confidence Needed

"IT IS NOT only self-interest, but the interest of banking as a whole and of the American people as a whole, that full confidence in deserving institutions be restored; that slander and libel be counteracted; that truth, integrity, honesty and unwavering trusteeship be again given the earned confidence they have enjoyed for a period of more than three generations.

"There are thousands of banks that rode through the crisis because they observed ethics as well as economics. The public needs to be reminded of that—frequently and in many different ways—printed and oral.

"Good public relations—and that is largely advertising and publicity—is the surest way to combat the threat of socialized banking."

"Continuous Voyage"

EDWIN BIRD WILSON, advertising counsel of New York, said that advertising was more than blowing the ship's horn or writing a log.

"Advertising," he said, "is a continuous voyage. It is the art of getting to desired destinations, the art of establishing permanent trade between ports, the art of projecting business objectives and then attaining them.

"If the institution is not in good conditions, have her put in shipshape before we recommend an advertising expedition. Don't expect advertising to save an institution that is unseaworthy.

"Fortunately, it looks as though we financial advertising men will not have to be martyrs to principle in the next decade. It looks as though there will be a high public premium on good financial behavior and that advertising can work wholeheartedly and without self-disrespect in the interest of financial institutions of many kinds."

Mrs. Grace Mathiot

MRS. GRACE MATHIOT, 41, wife of Jacob E. Mathiot, technical director of WGAL, Lancaster, Pa., and the Mason-Dixon Radio Group, was fatally injured Sept. 9 and her two sisters, both of Lancaster, were hurt in an automoble collision near Paradise, Pa. Mrs. Mathiot died in Lancaster General Hospital about an hour after the accident.

NO FAVORITES
L. B. Wilson Upholds Tradition of Freedom on Air

POINTED PROOF of the fact that radio plays no favorites, but provides public service programs irrespective of the personalities involved, was given Sept. 21 over WCKY, Cincinnati, operated by L. B. Wilson, who also operates a chain of motion picture theaters in the Greater Cincinnati area. Archbishop John T. McNicholas, of Cincinnati, founder of the Legion of Decency, which last spring undertook the famous movie clean-up campaign, was scheduled to speak over NBC on this campaign. Mr. Wilson offered the Archbishop free use of his studios, despite his personal interest in theatrical enterprises, on the ground that free speech over the radio must be observed, and that radio must give both sides of important controversies. Moreover, in keeping with the dignity of the speaker, Mr. Wilson ordered no commercial announcements before or after the address, and one regular commercial usually heard just before the broadcast was moved up.

ASCAP's Answer Scheduled Oct. 22

ANSWERS to the Department of Justice anti-trust suit against the American Society of Composers, Authors & Publishers and 131 other defendants will not be due until Oct. 22 under a stipulation entered into by parties in the case and filed with the Federal District Court for Southern New York. It is expected that the counsel for the defendants will seek dismissal of the action on technical grounds—a usual course, but government attorneys are confident that there are no loop-holes in the bill of complaint and that the suit will come to early trial.

Meanwhile, broadcasters are being solicited by the Society of European Stage Authors & Composers, claiming control of a large catalogue including Schubert compositions, for sustaining licenses to perform those works. A drive was made at the NAB convention in Cincinnati by this organization, which claimed NBC, CBS, Yankee Network, and a number of independent stations have subscribed to this catalogue and procured flat-fee sustaining licenses on the merits of the compositions involved.

In behalf of the NAB, Philip G. Loucks, managing director, stated that he had asked Emmanuel Rosenberg, general manager of SESAC, to supply him with a catalogue of the compositions, now understood to be in preparation, in the nature of the compelte works which they control.

YEASTIES PRODUCTS Corp., Irwin, Pa. (cereal), on Oct. 2 begins a twice weekly series, featuring the "Buddy and Blake" mystery series over the New England Network, Tuesdays and Thursdays, 5:45-6 p. m. EST. Stations carrying the feature, formerly spotted only in Boston and Providence, are WEEI, WTIC, WTAG, WCSH and WJAR. Hanff-Metzger, New York, places the account.

Harry Woodman Named KDKA General Manager

Mr. Woodman

HARRY A. WOODMAN, veteran broadcasting executive, was named general manager of KDKA, Pittsburgh, effective Sept. 10, it was announced by Richard C. Patterson, Jr., NBC executive vice president. The station is owned by the Westinghouse Electric & Manufacturing Co., but managed and operated by the NBC.

Woodman, who for years has been traffic manager of the NBC, succeeds William S. Hedges, who several months ago was named manager of owned and operated stations of the NBC with headquarters in Radio City.

The new KDKA general manager, a native of Portland, Me., was graduated from Bates College and served in the army during the world war. He became interested in radio during the early days of broadcasting and joined the staff of WEAF, then owned by the A. T. & T., in 1925, as sales and station contact. He assisted in the formation of the first experimental networks, and when NBC was formed in 1926 he joined it as traffic manager, a post which he has held ever since.

Retail Trade Code Bans All Schemes of Chance

LOTTERIES, guessing contests and similar trade promotional "schemes of chance," already banned by the communications act, have been outlawed in the retail trade by a code amendment which will become effective Oct. 1. Approval of the amendment, which was submitted by the Code Authority, was announced Sept. 22 by the National Recovery Administration.

The intent of the amendment is not to prevent a merchant from inviting the public to take part in legitimate contests in which merit or skill would be the determining factor but rather to eliminate the gambling element. The addition to the code provides that when a contest is held, the rules shall be clearly defined and adhered to; it shall be judged by competent and disinterested persons; and none of the employes of the establishment sponsoring the contest, nor members of their families, shall enter the competition.

Specialists Appointed

IN LINE with its policy of assigning specialized executives to handle certain stations, Free & Sleininger, national station representatives has announced the appointments, effective Oct. 1, of Dr. George E. Halley and R. A. Davis to its staff. Mr. Halley has been managing the Chicago office of KMBC, Kansas City, and Mr. Davis has been handling the same station's New York office. Both will specialize in their respective territories on the accounts of KMBC, which has appointed Free & Sleininger, and of KOIL, Council Bluffs, Omaha, and WAVE, Louisville.

Radio Covers Sea Story With Special Broadcasts; ABS Net Gets "Scoops"

RADIO figured prominently in the dissemination of news of the burning of the Ward liner *Morro Castle* off the New Jersey coast last month, and the American Broadcasting System, newest of the networks, claims several "scoops" in handling special broadcasts of the catastrophe.

Quickly installing ABS-WMCA microphones in the U. S. Customs House in New York City Sept. 10, the network got an exclusive break in broadcasting the official federal inquiry into the fire. Testimony of Chief Officer Warms, who commanded the ship, and of other officers who appeared on successive days, was broadcast over its five-station hookup. All WMCA and ABS commercial and sustaining traffic was sidetracked for the special feature.

On the day of the disaster, Sept. 8, ABS claims it was the first network to broadcast descriptions by survivors in a program which originated at the dock of the *Monarch of Bermuda*, one of the rescue vessels. During the evening of the same day ABS broadcast a radio memorial service for the victims.

Best available reports are that WOR, Newark, was the first to go on the air with a bulletin on the disaster. The flash was broadcast at 6:45 a. m., while WMCA reported its first broadcast was at 7 a. m. immediately after it had signed on for the day. Other stations and the networks carried the flash immediately upon signing on.

A virtual running story of the disaster was provided to networks and client stations by the Press-Radio Bureau of the Publishers National Radio Committee. Up to noon of Saturday, a score of bulletins were distributed as news of "transcendent importance," and others followed during the afternoon and the succeeding several days of the hearing in New York.

Mutual Selling Service Formed in Birmingham

FORMATION of Associated Broadcasters Selling Service, to provide cooperate service for stations, comprising money-making ideas from the files of member stations and other "proven time sellers," was announced Sept. 19 by Baxter M. Eastburn, of Birmingham, manager of the service. With a dozen Southern stations already subscribers, the service will be issued monthly from its offices in the Farley Bldg., Birmingham.

A former agency operator in Birmingham, Mr. Eastburn has associated with him James H. Yates, former sales manager of WAPI, Birmingham, and of WALA, Mobile. With only two exceptions, Mr. Eastburn said, every station to which the service was presented has subscribed. The subscribers are WLAC, Nashville; WREC, Memphis; WDOD, Chattanooga; WPFB, Hattiesburg, Miss.; WCOA, Pensacola; WMBR, Jacksonville; WGST, Atlanta; WJBY, Gadsden, Ala.; WAGF, Dothan, Ala.; WSFA, Montgomery, Ala.; WALA, Mobile, and WSGN, Birmingham.

Golden Hours for Denver Advertisers

Thousands of women in a receptive mood for new ideas and improvements in the home! This is the "class" market reached by daytime radio on KOA. From early morning on, a woman's interests and activities are centered in her household and her mind is constantly dwelling on the necessities and luxuries which can make it a happier, healthier, pleasanter place for her family and herself.

That this market can be reached at the low daytime rate prevailing on KOA is without doubt the reason why 42% of KOA's currently sponsored time is daytime. With the number of hours available (more than twice as many as at night) choice of time is wide and opportunity for effective programs practically unlimited.

For the complete story—available time, program and talent ideas and success of other advertisers contact either the station or any of the offices listed below.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ — WRC & WMAL — WMAQ & WENR — KPO, KGO & KYA

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY
PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PORTLAND, ORE.—KEX • SPOKANE—KGA • SEATTLE—KJR

Three hundred and seventy h
the knowledge that the 12th
was the most successful ever h
organization. ◆ Leaders in the
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famous. ◆ Cincinnati thanks
agency men and women for c
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Broadcasters has proved anew
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much to millions of listeners
The National Association of
anew radio's ability to govern
f the public and the industry.

L. B. Wilson

BROADCASTING
and
Broadcast Advertising

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A $100,000,000 Year

BUSINESS is booming in radio. The 1934-35 radio year, dating from July 1, 1934, to June 30, 1935, may see time sales by stations and networks eclipse the $100,000,000 mark for the first time.

This is no mere speculation. It is based upon the survey conducted by BROADCASTING at the NAB convention with an automatic voting machine. In response to questions as to time reservations for fall business together with prospects, broadcasters revealed that the weighted average of increased business this fall over last will exceed 40 per cent. This conclusion is supported by the fact that networks and numerous independent stations are virtually sold out insofar as desirable hours are concerned, and that advertisers are experiencing difficulty in securing time clearances for both spot and network programs in many markets.

If the same ratio of increase is maintained for the balance of the radio year, as compared with the last—and there is every indication that it will—the $100,000,000 mark will be surpassed.

Small wonder, therefore, that stations are beginning to exercise more severe control over commercial credits in programs and to discriminate in the selection of accounts. In no small measure the favorable business situation is also heightened by the celerity with which the NAB convention adopted resolutions affecting business relations with advertisers and agencies, such as the setting up of an agency recognition bureau within the NAB; the establishment of rigid units of sale and rate card practices, and the formation of a cooperative bureau for coordinating station surveys and listening data.

Establishment of such a cooperative bureau, which would be the equivalent of the Audit Bureau of Circulation in the publications field, would definitely inure to the benefit of the whole industry. It would take the guesswork cut of radio circulation. More than that, it would give radio a distinct advantage in an entirely new circulation field, as was so convincingly brought out by John A. Benson, president of the American Association of Advertising Agencies, in his impromptu address before the NAB convention.

Radio, Mr. Benson pointed out, through the medium of field strength surveys and listener habit studies, can give the advertiser an analysis of actual listenership, whereas publications can do no more than provide circulation figures with no guarantee that their publications are read or the advertiser's copy seen. With a uniform system of measuring station coverage and audience, the station, says Mr. Benson, will have a distinct advantage in bidding for the advertiser's dollar.

Every effort should be made to expedite the conferences between the station, advertiser and agency trade associations and to bring forth an acceptable plan for setting up a radio coverage bureau.

News by Radio

SOONER OR LATER the press associations and the newspapers must face squarely the radio-news situation. They must either relax very substantially their present *modus operandi*, as exemplified in the Press-Radio Bureau, or they must sell their news budgets outright to broadcasting stations. Otherwise the formation of a nation-wide exclusive radio news-gathering organization is inevitable, whether along the present lines already undertaken by at least one ambitious enterpriser or along mutual cooperative lines.

That the majority of broadcasters are dissatisfied with the present arrangement, whereby only two 5-minute news flash periods are furnished daily for non-sponsored presentation, was made pointedly manifest at the NAB convention by the overwhelming reception given Senator Dill's address. On the other hand, many of Senator Dill's assertions are open to dispute and are disputed by the interested newsmen in this issue. We think, for example, that both Senator Dill and the publishers are arguing wide of the point in bringing up their respective censorship theories at all.

Somewhere there is an answer to the news-by-radio problem. With some 100 radio stations owned and operated by newspapers, with many more stations already having satisfactory tie-ups with newspapers, and with most radio managers still unwilling to risk an open break with the American press, the problem presents so many sides that the NAB committee to be formed to recommend on it faces trouble no matter which way it turns.

Our position is what it has always been: That news-by-radio is demanded in substantial amounts by listeners; that the Press-Radio Bureau's time limitations must be further relaxed; but that the price of relinquishing the sponsorship of news flashes is a small one to pay for cooperation with the press, especially for its continued listing of radio programs.

Chins-Up Era

RADIO broadcasting has suddenly stumbled upon the realization that it is really of age—a full-fledged industry that need not worry about every dog snapping at its heels and barking "government ownership," "inferior programs" and the like. But it took the President of the United States and a half dozen of his key men identified with radio to put the idea across.

That is the real object lesson learned by those who attended the NAB annual convention in Cincinnati. They learned that the New Deal has no intention of molesting them unduly, and least of all, of disrupting the American system of broadcasting. While the industry has fought back at those who have so viciously lobbied for destruction of the present system, it has been all too apparent that most broadcasters have had an inferiority complex and have temporized and even retreated in the face of the fire of busybody agitators and reformers.

True, there was ample reason two or three years ago for the industry to repent for some of its actions. But the voluntary housecleaning of the last several years and the public service rendered by the majority of the stations have largely nullified former shortcomings.

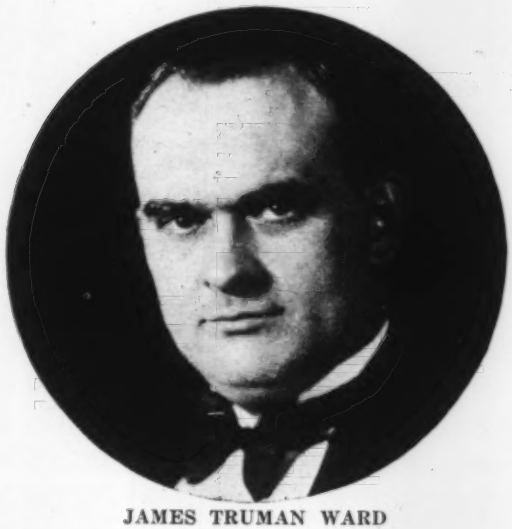
The NAB convention was a revelation. Opened with a message from President Roosevelt expressing "great faith" in the American system and the work it is doing toward stimulation of buying power—manifestly an endorsement of the sponsorship basis of American broadcasting—the delegates heard five federal officials iterate much the same view. Despondency over the fate of the industry seemed to float away.

Broadcasters began to realize that after all they had power and were receiving recognition. They knew they could sell goods and sell it better than any other medium, but they didn't know how long it would be before Uncle Sam would kick over the traces because of the onslaughts of the voluble groups and cliques which oppose radio by the American Plan.

Now the die has been cast by the Chief Executive of the nation himself. Broadcasters have but to use a little of the power they possess, as suggested by several convention speakers, to acquaint their Senators and Congressmen—the servants of the people—what they are doing in serving those same people. If President Roosevelt and the men who regulate radio in his administration are convinced of radio's sincerity of purpose as well as its effectiveness, and if the public is satisfied, the agitators and the chiselers may as well bray at the moon as try to break down the present system.

A BOOK that should be of invaluable aid to the radio service man and interesting to anyone concerned with the technical side of broadcasting is *Principles of Radio*, by Keith Henney, associate editor of *Electronics* (John Wiley & Sons, New York: $3.50). The book, besides providing information for both the beginner and the experienced service man, devotes a section to television. This is a second and revised edition.

We Pay Our Respects To—



JAMES TRUMAN WARD

UPON THE BROAD, capable shoulders of James Truman Ward, manager of WLAC, Nashville, falls the responsibility of directing the activities of the NAB in what is destined to be the most active period in the history of the broadcasting industry. Elected 1934-35 president of the trade association at its twelfth annual convention in Cincinnati Sept. 19, Truman Ward's task is to plunge into a maze of complicated and important radio situations, such as the "educator's hearing" which begins Oct. 1 before the FCC; copyright, which has reached a crux by virtue of the government's anti-trust suit against ASCAP; the radio-press controversy, and expansion of the NAB itself to encompass the new activities assigned it by convention mandate.

At 35, Truman Ward is one of the youngest men ever to stand at the NAB helm in its dozen years of history. Combining a wealth of business experience as vice president of the Life and Casualty Insurance Co., of Nashville, and a practical broadcaster's knowledge of industrial problems, he is eminently fitted for his new duties. Tall and handsome, he is typically the Southern gentleman. His mild manner and his willingness to work in industry affairs have made him many friends among the broadcasters since his association with the NAB in 1929.

Truman Ward succeeds to the NAB presidency relinquished by Alfred J. McCosker, president of WOR, who served effectively for two years—the maximum service of any previous president. With him, with one exception, comes an entirely new elective slate. Isaac D. Levy, of WCAU, militant young lawyer and prime aggressor in the campaign against ASCAP, remains as treasurer. Serving as first vice president is Lambdin Kay, of WSB, one of radio's best known figures and a pioneer of the industry. The second vice president is Charles W. (Chuck) Myers, KOIN, Portland, a former director. Philip G. Loucks, managing director and secretary, was reappointed for his fifth year and will serve as executive officer.

A native son of Nashville, James Truman Ward was born Dec. 20, 1898, the son of Dr. and Mrs. J. S. Ward. His father is still a practicing physician. After attending elementary schools, young Ward enrolled at David Lipscomb College, Nashville, and then shifted to Vanderbilt University. In his junior year, however, the urge to enter business caused him to leave college and establish an automobile agency in Nashville. Remaining in that business until 1922, he sold out to join the Life & Casualty Company as an agent in Nashville.

It was only a year afterward that he was promoted to special agent, and traveled the 13 states in which the company operates. Specializing in sales promotion, he was made secretary of the home office in 1924. On Jan. 1, 1926, he became vice president of the company. When the company procured WLAC in the fall of the same year, Truman Ward was named executive in charge. The station then had 150 watts. It now uses 5,000 watts.

Becoming a member of the NAB in 1929, Truman Ward has consistently been active in its work. He has been a member of the board of directors for the last two years, and as such has had considerable to do with the formulation of industry policies.

Prominent in the affairs of his native city and state, Truman Ward is a member of the Chamber of Commerce, and Advertising Club, and is president of the Nashville Boosters' Club and the Nashville Concerts Association. He is chairman of the 1934 Community Chest Campaign.

Truman Ward married Mary Muncie, of Edmonton, Ky., in 1923. They have one son James Muncie (Jimmy) Ward, 6. Aside from organization activities, his hobby is horseback riding, in which he indulges every morning before work. He has a stable of two horses, while his son Jimmy and his niece, Martha Muncie, have their ponies.

A SPECIAL hookup of WCAU, Philadelphia; KDKA, Pittsburgh, and WHP, Harrisburg, was used Sept. 26 by Senator Reed (R.), of Pennsylvania, in his election campaign.

PERSONAL NOTES

CLAIR R. McCOLLOUGH, general manager of the Mason-Dixon Radio Group, is recovering from an appendicitis operation which he underwent recently in the General Hospital, Lancaster, Pa.

FRANK WRIGHT, formerly operating as Frank Wright & Associates, of Oakland and San Francisco, has been appointed general sales manager of KTAB, San Francisco. Mr. Wright has discontinued all agency activities.

THOMAS STEVENSON, former publisher of the now defunct *Broadcast Reporter*, was a visitor at the NAB convention at Cincinnati. He reported that he is now in the yacht brokerage business in Miami, Fla.

DONALD M. STEWART has succeeded Dick MacQuiddy as commercial manager of KDB, Santa Barbara, Cal.

S. S. FOX, president of KDYL, Salt Lake City, concluded a six-weeks tour of Mid-Western and Eastern states, studying business conditions in major cities, before joining Philip G. Lasky, station manager, at the Cincinnati NAB convention.

ROLAND TRENCHARD, assistant to the president of WHOM, Jersey City, was married recently at Elkton, Md., to Marjory Bessoir, of Jersey City.

DONALD B. WILSON, formerly with the J. Walter Thompson Co., and former New England manager of the *Family Circle*, has joined the NBC sales staff in Boston.

STANLEY E. HUBBARD, manager of KSTP, St. Paul, and Mrs. Hubbard are parents of a son, Richard Adams, their second, born early in September.

WELLS CHURCH, in charge of CBS special events in Washington, has been promoted to assistant manager of WJSV, by Harry C. Butcher, Washington director of CBS and general manager of the station. He will have charge of CBS pick-ups, while Jesse Willard, recently elevated from commercial manager to assistant manager, will have charge of production and publicity.

THAD H. BROWN, vice chairman of the Broadcast Division of the FCC, was principal speaker at the dedication of the new transmitter of WBNS, Columbus, O., on Sept. 14. Afterward, he went to Cincinnati to address the NAB convention, Sept. 18.

R. C. (Hank) WIGGINS has joined the commercial department of WBRC, Birmingham, Ala.

LORENZO KENNON, formerly with KNX, KMTR and KLX, has been appointed sales and production manager of KGVO, Missoula, Mont.

TED SMITH is now manager and chief announcer of KADA, a new 100-watt station at Ada, Okla.

MURRAY GRABHORN has succeeded Arthur Kemp as sales manager of KFRC, San Francisco. Mr. Kemp is now sales manager of KHJ, Los Angeles.

HILTON LAFAYE, former radio chairman of the Cleveland Advertising Club, has joined the commercial staff of WGAR, Cleveland. He formerly was attached to WHK, Cleveland.

HENRIETTE HARRISON, former program director of WINS, New York, is now in charge of the radio department of the New York Y. M. C. A.

THOMAS O. McCULLOUGH, salesman at WSPD, Toledo, O., and Mrs. McCullough, are parents of a 5-pound girl, born Aug. 19.

FREDERICK R. HUBER, director WBAL, Baltimore, is vacationing in Mexico. He expects to return home via Havana.

SAM PICKARD, CBS vice president in charge of station relations, and C. Ellsworth Wylie, manager of KHJ, Los Angeles, left late in September on a coast inspection trip of the stations affiliated with the Don Lee-CBS coast network, including the Don Lee owned stations, the McClatchy stations and the four independent but CBS affiliated stations in Oregon and Washington.

C. P. MacGREGOR, president of MacGregor & Sollie electrical transcription studios, San Francisco, is making an extended tour of the southern states in connection with the MacGregor & Sollie "transcription chain." He will also go to New York for business relative to the representation of the Petry list of stations.

IRVIN GROSS, of Cleveland, a recent graduate of the Wharton School of Commerce and Finance of the University of Pennsylvania, where he specialized in commercial radio research, has joined the staff of WFAA, Dallas, according to an announcement, Sept. 20, by Martin Campbell, WFAA general manager. Mr. Gross recently prepared a survey of radio merchandising, which provoked considerable discussion at the meeting of the NAB commercial section in New York in June.

ERNEST B. FOOTE, formerly vice president of World Broadcasting System, has been appointed a member of the stations relations staff of NBC in New York, under Donald Withycomb, general manager of station relations.

JOHN F. CASH, executive director of WHB, Kansas City, and Mrs. Cash are the parents of a baby girl, born Sept. 26.

P. H. DREY has become president and general manager of KROW, Oakland, Calif., Mr. Drey has been associated with radio since 1924. Prior to coming to Oakland, he was manager of KOMA, Oklahoma City; WHK, Cleveland, and WBNS, Columbus, O. Scott Weakley, formerly with WCLO, Janesville, Wis., has joined KROW as program manager.

WILLIAM T. KNIGHT, Jr., president of WTOC, Savannah, and vice president of the Knight Drug Co., operating a chain of nine local drug stores in that city, has been elected president of the Georgia Pharmaceutical Association.

Grant C. Melrose

GRANT C. MELROSE, for five years manager of WJAY, Cleveland, died suddenly Sept. 11 of a heart attack. He was stricken while in his office. A resident of Cleveland for the last 10 years, Mr. Melrose was 48 years old. Prior to joining the station he was associated with a Cleveland real estate firm, and before that was employed by the National Cash Register Co. in a sales capacity. He is survived by his widow, Mrs. Edythe Melrose, to whom he was married a year ago. She has been assistant manager of WJAY.

Nucoa's Disk Show

GENERAL FOODS Corp., New York (Nucoa), on Sept. 30 started "Round the World Cooking School," a series of transcriptions featuring Ida Bailey Allen, cooking expert, with Charles Premac, tenor, on WOKO, Albany; WHK, Cleveland; WOOD - WASH, Grand Rapids, Mich.; WKZO, Kalamazoo, Mich.; WHAS, Louisville; WIOD, Miami; WHAM, Rochester, and WFBL, Syracuse. The account, comprising three 15-minute shows weekly for 13 weeks, is placed by Benton & Bowles, New York, and the transcriptions were produced by World Broadcasting System.

XUM

BEHIND THE MICROPHONE

TED BYRON, formerly with WOKO, Albany, N. Y., has joined World Broadcasting System as a continuity writer. Allan Ward, formerly on the dramatic staff of WLW, has joined the production department of WBS. Miss Lillian M. Schafer has been appointed head of the WBS stenographic department.

DAVID CARTER, of the CBS press department in New York, and Mrs. Carter are the parents of a daughter, born Sept. 16 at Columbus, O.

JOHN S. TILLMAN, formerly with WSFA, Montgomery, Ala., on Sept. 10 joined the announcing staff of WSB, Atlanta. He also formerly served with WHET, Troy, Ala., and WAGF, Dothan, Ala.

WAYNE MACK, announcer at WGAR, Cleveland, and Mrs. Mack are parents of a daughter, born Sept. 8.

JERRY CADY, formerly on the continuity staff of KFI, Los Angeles, but with a New York agency since the first of the year, has returned to his former post at the station.

HELEN O'NEILL, NBC western division producer in charge of auditions, in San Francisco, is recuperating from an operation for appendicitis.

MISS PAULINE CARRIGAN, traffic manager of KFRC, San Francisco, was married to Francis J. Corcoran, Oakland business executive, Sept. 16, in Oakland.

ROLLIN PARKER has joined KTAB, San Francisco, as writer, producer and master of ceremonies of its nightly variety show, coming over from NBC.

HOWARD BUTLER, former announcer of WXYZ, Detroit, and now director of WNEW's Newark studios, has just completed a new book titled *Conflict* which will be published within the next month.

HARRY LAWLER, formerly with the Harry Weber talent offices in New York, in September joined the Thomas Lee Artist Bureau, Los Angeles, in a sales capacity.

LESTER SCHARFF, who has been associated with various New York stations and who recently completed a season with Eva LeGallienne's repertoire company, has joined WNEW, Newark, in charge of production.

JOHN McCORMMICK, formerly with WINS, New York, and a free lance program builder during the last year, has been appointed production manager of WKRC, Cincinnati.

MILLER EVERSON, announcer and staff artist of WKRC, Cincinnati, has resigned to join Ben Bernie's orchestra as a featured vocalist. He is being replaced by Bob Klinnent, Cincinnati youth, who was victorious in local audition competition to fill the vacancy.

AUSTIN PETERSON, producer of the Happy-Go-Lucky Hour on KFRC, San Francisco, was married in Reno, Nev., Aug. 19, to Miss Audrey Marks of Sacramento.

SIGMUND ROMBERG arrived in New York in September from Hollywood. He will do a series of programs for NBC from Radio City.

KEN CARNEY, recently temporarily transferred from NBC production department, San Francisco, to the Hollywood studios, returned to San Francisco in September.

MISS BULA SHAGGS, secretary at KNOW, Austin, Tex., was married recently to Eugene Shinner, of Omaha. She was succeeded in office by Miss Nancy Slocum.

Yankee Net News Unit Covers State Elections

THE YANKEE NETWORK News Service, under the supervision of Dick Grant, its editor-in-chief, assisted by Linus Travers and a force of 175 men, very efficiently covered the Massachusetts primary election Sept. 20. Every precaution was taken to insure accuracy in the returns, and the 175 men were placed at all strategic points throughout the state. A studio at WNAC, Yankee key station at Boston, was set up as a typical Yankee News Service city desk. The broadcasts picked up some of the "atmosphere" along with the election returns.

FCC to Name Lawyers

COMPLETION of the executive roster of the FCC staff is planned this month, with only three major posts—all in the legal department—remaining to be filled. Each vacancy is for an assistant general counselship, paying $7,500 annually. There are a score of applicants. Most favorably regarded for two of these posts are George Porter, former acting general counsel of the Radio Commission, and Frank Roberson, former attorney general of Mississippi, and former town judge of Pelham, N. Y., now a practicing attorney in New York City. Miss Fanney Neyman, acting assistant general counsel, is highly indorsed for one of these posts also.

Swope Heads Board

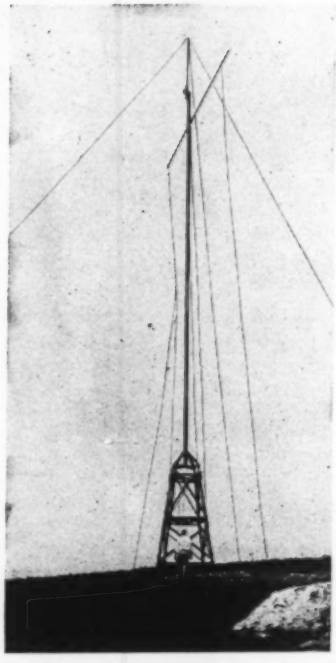
HERBERT BAYARD SWOPE, former editor of the *New York World*, who is also a stockholder and member of the board of CBS, has been appointed chairman of the board of the Keith-Albee-Orpheum Corp., according to a recent announcement by M. H. Aylesworth, NBC president and president of Radio-Keith-Orpheum Corp. J. R. McDonough, former president of K-A-O and at one time president of RCA Victor Co., will devote his full time as president of RKO-Radio Pictures, Inc., at Hollywood.

Adams in Hollywood

JOHN T. ADAMS, formerly president of the Federal Broadcasting Corp., which last year took over the operation of WMCA, New York, has joined Collier-Wallis Agency, Hollywood radio-stage management organization, which has just moved into new quarters in the Roosevelt Hotel there. He becomes vice president, with Carl D. Kinsey, formerly in Chicago musical circles, appointed secretary-treasurer. The remaining personnel includes Ruth Collier, Minna Wallis and David Todd.

WGAR Seeks WIND Wave

APPLICATION for the facilities of WIND, Gary, Ind., operating on the choice 560 kc. channel, was filed with the FCC Sept. 27 by WGAR, Cleveland. The Cleveland station now is assigned to the 1450 kc. channel with 500 watts night and 1,000 watts day. It requests the new frequency, and deletion of WIND with 1,000 watts power day and night. The channel occupied by WIND formerly was assigned to WIBO, Chicago, deleted more than a year ago.



UNIQUE RADIATOR—This is one of the four antenna masts of the new KYW shortly to go into operation near Philadelphia.

IN THE CONTROL ROOM

I. R. BAKER, chief of transmitter sales of RCA Victor Co., Inc., Camden, N. J., on Sept. 25 joined the swelling ranks of Kentucky Colonels. His commission on the staff of Gov. Ruby Laffoon, for distinguished radio service, was presented by L. B. Wilson, president of WCKY, Cincinnati, who is well known in the broadcasting industry as "superintendent of Kentucky Colonels."

TURRELL ULEMAN, formerly transmitter operator for WSBT-WFAN, South Bend, Ind., is now radio technician for the University of Michigan Broadcasting Service, which sends educational programs from its studios in Ann Arbor twice daily to WJR, Detroit.

A. S. CLARKE, formerly chief engineer of WBTM, Danville, Va., is now in charge of all broadcasting engineering activities of Radio Research Co., Washington, D. C.

ROGER CHECHE, chief operator of WHOM, Jersey City, and Mrs. Cheche are parents of a 7-pound girl, Lois, born Sept. 8.

GLEN GLASSCOCK has joined the technical staff of KFEL, Denver, as operator in charge of receiving the short wave code transmissions of the Radio News Association, Inc.

NELSON SMITH, control operator at WHAM, Rochester, N. Y., was married on Sept. 6. Ray Lucia, a WHAM technician, and Mrs. Lucia became parents of a baby girl, the same month.

PAUL E. BOSTAPH, chief engineer at KNOW, Austin, Tex., was married Sept. 2 to Miss June Morse, of Dallas.

R. D. MARTIN, former chief engineer of KFPY, Spokane, Wash., is now with Edwards & Martin, consulting engineers of Detroit.

EUSTACE H. TAYLOR, formerly of Washington, D. C., is chief engineer of the new 100-watt station at Ada, Okla., KADA.

WILLIAM R. SMITH, formerly of WJJD, Chicago, has replaced Rhea S. Johnson as transmitter operator at WIND, Gary, Ind.

High Efficiency Seen From Antenna Guides Being Built for KYW

SPECIAL antenna equipment has been erected in Philadelphia in preparation for the removal of KYW from Chicago this fall. As a means of improving the ground system and making each of the four antenna masts as efficient as possible, cages, made of 55,000 feet of copper wire, have been suspended horizontally between insulators ten feet above the antenna bases.

The four vertical antenna masts, each 235 feet high, are connected to special phasing circuits and transmission lines to the KYW transmitter where a signal of maximum strength will be delivered into Philadelphia and Allentown and a minimum signal in other directions.

The four antenna masts are made alike of telescopic steel tubing and are 200 feet high each. These are mounted in a cradle at the top of a wooden frame-work tower, 45 feet high. The cradle is insulated and a special copper wire cage extends from the end of the vertical mast down through the center of the wooden tower to the ground. A heavy copper braid, equivalent in size to a No. 4 wire, is fastened to the vertical masts throughout their entire length so as to improve their conductivity for radio frequency current.

Ordinarily, broadcast stations use one vertical antenna for the radiation of radio signals. Such an antenna gives a signal which is uniform in all directions. Years ago at KYW in Chicago, Westinghouse engineers developed an antenna system using two vertical radiators, which proved very effective in concentrating the signals of the station in the direction of downtown Chicago. Although a two-element antenna will give good directional characteristics on the ground, it allows considerable waste of signal towards the sky. By using a four-element antenna, the directional characteristics are maintained and at the same time the sky-wave is reduced to a minimum, thereby preventing interference with other broadcasting stations. Westinghouse expects to complete the installation of the new station and have it in operation early this fall.

50-A Mikes Used

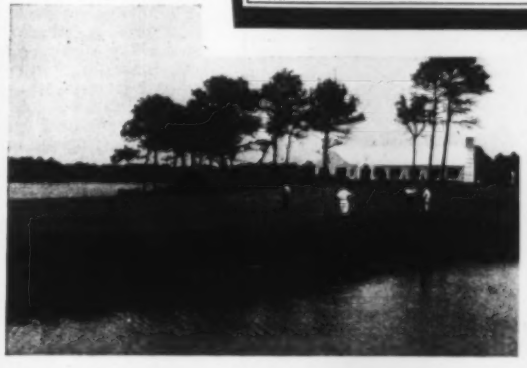
THE NEW 50-A microphones, latest RCA Victor development to improve the pickup of broadcasts outside the studio, were used for the first time when the NBC corps of announcers described the America's Cup yacht races off Nantucket on Sept. 15 over the combined NBC networks.

Towers Replaced

TWO DIRECTIONAL towers used by WKRC, Cincinnati, were replaced Sept. 15, the old one having been blown down on June 22 during a terrific windstorm. The towers were located atop the Hotel Alms. Chief Engineer Frank Dieringer engineered the replacements with the aid of A. B. Chamberlain and William Lodge of CBS.

Mr. Sidney Banks, Managing Director of The Cavalier Hotel, cordially invites Mr. and Mrs. You to attend the Fall Season at The Cavalier.

Enjoy autumn sports in Virginia's famous climate—mild, but brisk enough to quicken your pulse and put zest in your game.



An Invitation to a Glorious Fall!

OCTOBER AND NOVEMBER stand out as ideal vacation time at the Cavalier. Play golf where Paul Runyon broke the world's 72 hole record. Two championship courses adjoining hotel. Ride to the hounds in exciting, fox hunting country. Forty trained hunters in our stables. Tennis, trap and skeet shooting, miles of rambling bridle paths, swimming in salt water indoor pool—always something to do. Come for a few days, a week or a month—you will want to stay longer.

REACH THE CAVALIER by overnight boat from New York, Baltimore or Washington, or by excellent train service. Delightful motor trip from all points through historical country. New illustrated booklet upon request.

NEW YORK BOOKING OFFICE
500 Fifth Avenue Lackawanna 4-7111

SIDNEY BANKS, Managing Director

THE CAVALIER HOTEL
VIRGINIA BEACH
VIRGINIA

FCC Hearings on Facility Demands To Require Two Weeks for Testimony

Proponents of Special Allocation Ask for Seven Days; Loucks Files 370 Appearances for Broadcasters

AT LEAST two weeks will be consumed in the presentation of factual testimony before the Broadcast Division of the FCC at the hearings which begin Oct. 1 pursuant to the Congressional mandate that an investigation be made of the demands of educational, religious and other so-called non-profit groups for specific allocations of facilities. This became evident Sept. 24 following a meeting of representatives of the groups called by Paul D. P. Spearman, FCC general counsel.

Proponents of the proposal that Congress allocate specific blocks of channels or a specific portion of time on the air to such groups requested an aggregate of approximately seven days to present testimony. Broadcasters, who will centralize their case and will act in the nature of respondents for retention of the status quo, will be given an equivalent amount of time. The procedure, Mr. Spearman pointed out, will be for the proponents to present their case first, with the broadcasters concluding. Afterward, however, the proponents will be permitted to offer rebuttal—a privilege to be denied the broadcasters.

Philip G. Loucks, managing director of the NAB, appearing for the broadcasters, declared he had filed 370 appearances for the broadcast industry, including the networks and some 360 individual stations. While the bulk of the case will be reduced to writing, with every effort made to expedite the proceedings, he said some 40 stations, and the networks, already had signified intention of presenting their cases orally. Following the hearings, all parties will be allowed to present arguments in written briefs.

General Counsel Spearman made it clear that the hearings will be limited to presentation of facts upon which the FCC can base a report to Congress with recommendations on the specific question raised. No arguments will be permitted, and no station, interest or group will be allowed to present specific data relating to facilities sought.

Among those expected to figure prominently in the hearings, aside from the broadcasting industry, are the Paulist Fathers, operators of WWL, New York, who were instrumental in bringing about the investigation; the American Federation of Labor, the National Committee for Education by Radio, the National Advisory Committee on Radio in Education, and the Peoples Pulpit Association (Judge Rutherford). Certain governmental agencies interested in radio also are expected to present factual data, but Mr. Spearman said they will not take the position either of espousing the proposed class legislation or of opposing it. When they will appear has not been determined, but it was agreed that the broadcasting industry, through the NAB would have opportunity to present evidence afterward.

Guessing Contest

PHOTOGRAPHS of CBS radio stars are given as prizes in a music title guessing contest conducted by WFBL, Syracuse, and originated by Robert G. Soule, vice president. Eight WBS wide-range transcriptions are broadcast during a weekly quarter hour, and the listeners are invited to send in the titles. A photograph album accompanied the first photo, that of Bing Crosby.

Labor Evidence Delayed

BECAUSE of the holding of the American Federation of Labor annual convention in San Francisco during the week beginning Oct. 1, original plans to have this organization present in its case Oct. 5 or 6 have been deferred. It was agreed that the A. F. of L. would be given opportunity to offer evidence at any reasonable time, in view of this contingency, and that the broadcasters afterward would be given equal time for answer.

Tentatively, the allocations of time provide a hearing of the groups represented by the National Council for Education by Radio (Joy Elmer Morgan organization) beginning Oct. 1 and lasting two days. The plea for time for this council and associated groups was made by Horace L. Lohnes, Washington attorney, who, however, pointed out he represented them simply in this matter and not in the presentation of their case.

Included in the groups which will present the first half of the case and who ostensibly seek changes in the existing status, in addition to those named, are the Pacific Western Broadcasting Federation, represented by Gross Alexander; Chicago Civic Broadcast Bureau, represented by Harris K. Randall; Association of State Police Executives; Catholic Educational, Religious and Fraternal Group, represented by J. P. McArdle; National Advisory Council on Radio in Education, represented by Dr. Levering Tyson, and the *Ventura Free Press*, represented by S. Howard Evans.

The tentative plan is for the proponents to conclude their case by Wednesday, Oct. 10, and for the broadcasters to begin presentation Thursday, Oct. 11.

Program Is Drafted For Education Meet

Ickes and University Heads Scheduled to Speak

THE NATIONAL Advisory Council on Radio in Education will meet in Chicago on Oct. 8 and 9, five sessions being scheduled for the Drake Hotel and one session in the Hall of Science at A Century of Progress Exposition. The general topic of the conference is "The Importance of Radio Broadcasting in a Changing Social Order."

Among the speakers scheduled are Secretary of Interior Harold L. Ickes; Dr. John H. Finley, associate editor of the *New York Times;* Walter Damrosch, NBC conductor; John Erskine, author; Dr. Robert M. Hutchins, president of the University of Chicago; Dr. Walter Dill Scott, president of Northwestern University; Dr. Frederick P. Keppel, president of the Carnegie Corporation of New York; Dr. Robert M. Sproul, president of the University of California; Dr. Louis D. Coffman, president of the University of Minnesota; Col. Frank Knox, publisher of the *Chicago Daily News;* and Dr. Harry Woodburn Chase, chancellor of New York University.

Carl H. Milam, secretary of the American Library Association, is chairman of the program committee, which includes Levering Tyson, director of the NACRE. Robert A. Millikan, president of the council, will open the convention with greetings transmitted by short wave from London.

One of the live topics of discussion at the parley will be "Private versus Government Control of Radio."

The complete program follows:

Oct. 8, 10 a. m.—Drake Hotel

Greetings from London by Short Wave—Robert A. Millikan, president of the council.

President Livingston Farrand, Cornell University, chairman.

"Radio and Public Policy"—President Robert M. Hutchins, University of Chicago.

"The Changing Social Scene in 1934"—Professor William F. Ogburn, University of Chicago.

"Implications of the Changing Social Order in American Cultural Activities"—Dr. F. P. Keppel, Carnegie Corporation of New York.

Oct. 8, 2:30 p. m.—Drake Hotel

President Lotus D. Coffman, University of Minnesota, chairman.

"What Broadcasting Has Already Accomplished in American Education"—President Robert M. Sproul, University of California.

"The Radio and the Home"—Miss Grace Abbott, University of Chicago.

"Educational Capabilities of Technical Audio-Visual Methods"—Dr. Alfred N. Goldsmith.

8:15 p. m.—Public meeting, auditorium, Hall of Science, Century of Progress.

Mr. Rufus Dawes, presiding.

"The Importance of Broadcasting in Public Affairs"—Harold L. Ickes, Secretary of the Interior.

"The importance of Broadcasting as a Cultural Agency"—Dr. John H. Finley, *New York Times.*

Oct. 9, 10 a. m.—Drake Hotel

Dr. Harry W. Chase, New York University, chairman.

"Shall the Government Own, Operate, and Control Radio Broadcasting in the United States?"—The argument for private control, Col. Frank Knox, *Chicago Daily News* and station WMAQ. The argument for Government control, Bruce Bliven, *New Republic.*

1 p. m.—Luncheon at Drake Hotel.

Oct. 9, 2:30 p. m.—Drake Hotel

"What Should Be Done to Improve Broadcasting in the United States?"

Mr. Lyman Bryson, Teachers College, Columbia University, leader.

(Participants to be selected.)

Oct. 9, 8 p. m.—Drake Hotel

Banquet—President Walter Dill Scott, Northwestern University, presiding.

"Radio in the Future"—Dr. Walter Damrosch and Prof. John Erskine.

"THE PACIFIC NORTHWEST: A FERTILE FIELD FOR SALES EFFORT"

By J. C. ASPLEY

President, Dartnell Corporation, Chicago

A thousand dollars wisely spent in building sales in the Pacific Northwest this fall may prove to be a far better investment than ten thousand dollars spread out thinly in aimless advertising. And it may well do this fall the same amount of good that twenty times that sum will do a few years from now when the crowd is all clamoring for admission.

With conditions as spotty as they are, and so many territories suffering from crop failures, it is only good management to concentrate such funds as are available for sales promotional purposes in areas which, like the Pacific Northwest, have been blessed by both nature and politics.

—Reprint of Article in "American Business," August, 1934.

KJR

SEATTLE

Most Powerful Station in Washington

Produces results when results can be obtained

For information consult:

EDWARD PETRY & CO., Inc.

New York • Chicago • Detroit • San Francisco

Coverage Is Good On 1500-1600 Kc.

John Hogan, Licensee, Finds Experiment Satisfactory

ENCOURAGING results, from the coverage standpoint, have been obtained by W2XR, Long Island City, New York, first of the so-called high fidelity stations operating in the newly opened 1500-1600 kc. band, according to John V. L. Hogan, well-known radio engineer and licensee of the station.

Operating on the 1550 kc. channel which with 20 kc. is twice the width of the ordinary wave band, Mr. Hogan reported that the station has engaged in experimental broadcast operation since June 28, when it acquired its operating license and is broadcasting only sustaining programs two hours daily. A commercial department, however, is being formed, with Murray E. Tucker in charge, and offices will be established at 41 Park Row, New York.

While stations authorized to operate on the three channels in the 1500-1600 kc. band are designated as experimental, the former Radio Commission, in establishing a policy with respect to their operation, stated that commercial programs could be broadcast as a means of defraying expense and to attract audience. Originally the Commission issued construction permits for three additional "high fidelity" stations in this band, but the others are not yet on the air.

According to Mr. Hogan, W2XR broadcasts musical programs from 5 to 7 p. m. daily except Saturdays, Sundays and holidays, but the plan is to extend the schedule as soon as present coverage and listener response analyses are completed. An analysis of receiving sets, he declared, shows that about 70 per cent of those in use can effectively tune to the 1550 kc. channel, and practically all new receivers have dials that include that frequency. The new Radio Manufacturers Association standard refuses to recognize receivers unless they will tune up to 1570 kc.

Hundreds of letters from listeners in the New York area already have been received, according to Mr. Hogan, while response also has been forthcoming from distant states, including Michigan, Pennsylvania and Massachusetts.

Adds Five Stations

RIO GRANDE Oil Co., Los Angeles, the middle of September enlarged its hook-up of West coast stations carrying "Calling All Cars" to include KFRC, San Francisco; KMJ, Fesno; KERN, Bakersfield; KFKB, Sacramento, and KWG, Stockton. Sponsor had been using only KHJ, Los Angeles; KGB, San Diego, and KDB, Santa Barbara. Hixson-O'Donnell, Inc., Los Angeles, handles the account.

September 18, 1934.

Mr. J. M. Gilliam, President,
Sabine Broadcasting Co., Inc.,
Beaumont, Texas.

Dear Mr. Gilliam:

We signed our first advertising contract with you November 28, 1932, at $60.00 per month. Later we increased it to about $225.00 per month and on June 20th, of this year, we increased our budget, for radio advertising, to approximately $400.00 per month.

Regardless of the fact that only about 20% of your potential listener audience are potential buyers of our product, the results have far exceeded our expectations.

We take this opportunity of expressing our appreciation to the personnel of your sales promotion department for the wholehearted assistance and co-operation given in the promotion of increasing our distribution through the wholesalers and retailers.

We are convinced that the personal contact, through your sales promotion department, with the wholesaler and retailer, is largely responsible for the results obtained. The retailers in this territory seem to appreciate these personal contacts, which makes them more conscious of the product advertised over your station.

Yours truly,

JOSEY-MILLER COMPANY, INC.

Treas. & Gen. Mgr.

WHC:D

TUNE IN ON JO-MIL FEED BOYS
K F D M BEAUMONT
DAILY 12:15 TO 12:30 NOON

THE ABOVE LETTER

is from one of the most conservative as well as one of the largest concerns of its kind in the Southwest.

What we have done for Josey-Miller Company we can and will do for you, if you will let us. Whatever it takes to increase or to secure distribution of any product of merit, we have it.

Through the manufacturer, wholesaler and retailer, whatever the case may be, our plan *cannot fail* to increase distribution.

Just a postcard or letter to us or our representatives listed below will bring you details of our plan of cooperation.

KFDM

SABINE BROADCASTING CO., INC.

P. O. BOX 2950 BEAUMONT, TEXAS

RADIO PUBLICITY, INC.
Chicago, Illinois

Pacific Coast Representatives:
WALTER BIDDICK COMPANY
Los Angeles San Francisco Seattle Denver

TWO IMPORTANT ANNOUNCEMENTS

1 Appointment by KMBC of FREE & SLEININGER, Inc. National Representatives, effective October 1st. . . . "Doc" Halley and "Bob" Davies join Free & Sleininger, Inc., and will continue to serve clients and friends of KMBC.

2 KMBC Program Features, script and musical acts, available for sponsorship, now recorded for audition purposes:

PHENOMENON MUSICAL SALESMAN
HAPPY HOLLOW KID BROTHER
TEXAS RANGERS SIS MIRANDY
GOOPY GEER PETUNIA & THEODORE
THOSE McCARTY GIRLS TEX OWENS
MIDWESTERNERS PAUL HENNING

KMBC

KANSAS CITY

FREE & SLEININGER, Inc., National Representatives

NEW YORK • CHICAGO • DETROIT • DENVER • SEATTLE
SAN FRANCISCO • LOS ANGELES

XUM

Radio Sales Enlarges Sales Staff and Activities; To Serve CBS Affiliates

WITH a view to building up a sales organization which eventually is expected to serve a large number of CBS member stations, Radio Sales, Inc., has expanded its activities and is being reorganized.

Early in September Robert B. Stephenson, who had been Chicago representative, was transferred to New York to work on a plan for increasing national business for Mid-Western stations. Shortly thereafter, Charles Stark, manager of Radio Sales, left the CBS organization to become sales manager of WNEW, and Stephenson was appointed to succeed him.

Additions are being made to the sales staff, C. A. Kracht, formerly of WMCA, having been appointed already, and plans are being made to set up an elastic organization capable of handling business for an increased number of stations. Previously Radio Sales has represented only those outlets owned or operated by CBS, eight in number. At the time of going to press, contracts had been signed, or were under negotiation, with 12 affiliated network stations, located in the basic area and the Southwest. Additions to this list are expected to be made shortly.

Radio Sales will give non-exclusive representation, and will not go into the transcription business, it is indicated. William W. Williamson has succeeded Stephenson in Chicago. The Detroit office of CBS also has a salesman devoting his full time to spot business.

Convention Renews Confidence

(*Continued from page 13*)

come" the suit were belittled by Mr. Levy, who declared he thought ASCAP is "worried" and that these statements were "bluffs." He then assailed the Tin Pan Alley publication *Variety* for its tendency to misrepresent. "If ASCAP is dissolved," he declared, *Variety* will carry headlines "ASCAP Dissolved Because It Wanted To Be Dissolved." Later he berated the same sheet because its reporter at the convention "played politics" in the NAB elections.

Broadcasters, Mr. Levy declared, must have copyrighted music, and some organization must be formed to take the place of ASCAP in the event it is dissolved by court mandate. The test, he declared, is really what a "willing buyer will pay to a willing seller." When that point is settled, he asserted, "we then will get something that will satisfy all."

Delving into the future in copyright, Mr. Levy said that he believed eventually the broadcaster will be relieved of the copyright obligation and that the advertiser will pay for music as "special matter," just as he does when he advertises in periodicals, where he buys only the "white space," and pays for the art work and cuts.

Flays "Outsiders"

SHIFTING from copyright to organization matters, Mr. Levy criticized sharply the activities of "outsiders" who meddled in the NAB elections. These groups, which he identified simply as a "special representative" and an "amusement paper," were said to have ruined the chances of one candidate for the presidency.

"They are dragging our organization into the mire," he declared, "in referring to these 'nonmembers'. We should ask them to stay out of our rooms and stop being offensive. We want to stick together, work on our problems, and cut out petty jealousies."

Glowing tribute was paid by Mr. Levy to M. H. Aylesworth, president of NBC as a man in the industry to whom all stations owe a great debt of gratitude for his pioneering work and foresight.

In concluding, he urged stations to take a leaf from this year's legislative battle by getting acquainted with their Congressmen and by acquainting them with the problems of the broadcasting industry to offset the work of anti-broadcasting lobbyists in Washington.

Suprisingly little discussion accompanied consideration of resolutions brought in by the resolutions committee at the closing session. There was only a smattering of opposition to resolutions adopted.

In considering the resolution reaffirming the action of last year's convention urging elimination of announcements for electrical transcriptions, Earl C. Gammons, WCCO, Minneapolis, offered opposition on the ground that it was inimical to the interests of local talent. If transcriptions are so good, he said, "we should not be ashamed to announce them." The resolution, after a slight amendment, was adopted by a vive voce vote of 34 to 19. The resolution brought out that serious loss in income results to stations because of existing requirements that transcriptions be announced as such and directed the NAB officers to bring the action to the attention of the FCC and take whatever steps necessary to secure prompt revision of regulations.

Merchandising Resolution

A SECOND resolution which provoked debate was that relating to merchandising of commercial programs, wherein the NAB recommended that merchandising cooperation be limited to activities that do not entail direct expense and that all direct expense be borne by the advertiser. Disastrous experiences of newspapers in over-doing merchandising cooperation were recited by numerous broadcasters prior to a favorable vote on the resolution.

To further standardize units of sale and rate card practices, the convention adopted a resolution standardizing units of sale at one hour, one half hour, quarter hour, 5 minutes, 1 minute transcriptions, 100 words, half minute transcriptions, 50 words or less. Quantity discounts, it was decided, shall be given within a period of one year, discounts to apply within the same time classifications.

Settling a rate problem with regard to holding and operating companies, such as General Motors, General Foods and the like, the resolution provides that such companies may buy under a group plan allowing discounts for each of the separate companies under a blanket order to apply even if more than one agency is involved in placing the time. Separate provision is to be made for "special service features" on rate cards, with a description of what the individual station allows. Finally, it was decided that quantity discounts shall be quoted only on 13, 26, 52, 100, 150 and 300 consecutive times.

Change Convention Date

PROVISION was made by resolution that future annual conventions of the NAB be held during June or July, rather than in the fall months so as to work the least possible hardship on members who find it difficult to leave their duties during one of the busiest seasons of the year. Descretion as to the dates and place is left to the board. Bidding for next year's convention are New York, Buffalo, Miami, Virginia Beach, Colorado Springs, Bermuda, Hot Springs and San Francisco.

A special resolution, expressing the appreciation of the NAB for the "efficient, conscientious and able service rendered during the past year by its managing director, Mr. Philip G. Loucks, and it gave full approval of the manner in which he has conducted the affairs of the Association's office," also was adopted.

The convention ended with the installation of officers for the ensuing year. The incoming president, Mr. Ward, was introduced by President McCosker, who expressed his thanks to the association. Any progress that has been made during the two years of his tenure, the retiring president said, was due to the assistance given by officers and members of the NAB and by its executive staff. In introducing Mr. Ward, he declared the association was to be congratulated for selecting such an able, intelligent and efficient broadcaster.

Taking the gavel, Mr. Ward declared he would not take his duties too lightly, and that he assumed office with full realization of the pressing problems confronting the industry. "I was not nominated by a clique," he said, and I pledge you I will work to the best interests of the association and to the best of my ability by following in the footsteps of Mr. McCosker, whose success in office and the way in which he conducted itself won the highest respect and esteem of this association."

WGST

speaks the language of Georgia to make profits for "You-all"

Through WGST's popularity you can reap your share of the millions of dollars of Cotton, Peach, Tobacco, and Cane money now in circulation in the enviably rich area radiating from this Station.

Today WGST has the largest list of advertisers in the Station's history, showing substantial profits for all of our clients.

WGST maintains a staff thoroughly familiar and friendly with retail and wholesale outlets.

The financial reports on this market will convince you.

WGST—Atlanta, Georgia

1000 Watts Day • 500 Watts Night

PAUL H. RAYMER, *Representative*

NEW YORK CHICAGO SAN FRANCISCO

WFBG

ALTOONA, PA.

1310 kilocycles

100 watts

The Ideal Outlet for Central Penna. Coverage

Write Roy Thompson

"Voice of the Alleghenies"

Resolutions Adopted by NAB Convention . . .

(*Cntinued from page 13*)

government against the American Society of Composers, Authors & Publishers, the Music Publishers Protective Association and their affiliated defendants, to the end that royalties for the public performance of music may be determined by free and open competition among copyright owners.

* * *

Copyright Infringements

Resolved, that the NAB hereby petitions Congress to amend the existing copyright law by omitting the language which fixes the minimum innocent infringement penalty for the public performance of musical compositions at $250 and attorney's fees, leaving the court free, in each instance, to fix such penalty as in its discretion the court shall deem proper.

* * *

Radio Music Pool

Resolved, that the board of directors of the NAB be and it is hereby directed to organize a music pool, either by a reorganization of the Radio Program Foundation or otherwise for the purpose of obtaining for radio broadcasting stations the air rights to such music as may not otherwise be available or which may be made more readily available by such a pool, and to enlist the cooperation of all radio stations and their program departments in promoting the widest possible use of such music.

* * *

Cost Accounting

Resolved, that the NAB hereby recommends that the Cost Accounting Committee appointed for the last year by President McCosker be continued with the same personnel until the completion of the standard accounting system which it now has in hand, and that this system be completed, if possible, not later than Nov. 1, 1934.

That on the completion of this standard accounting system, the managing director is hereby directed to have copies thereof prepared and sent to all member stations, if possible not later than Dec. 1, 1934.

That all member stations are advised to make the necessary adjustments in their accounting methods, so far as such adjustments may be found practicable, to bring their methods into conformity with the proposed standard systems.

* * *

Convention in Summer

Whereas, the custom of the NAB to hold its annual convention during the fall months works a hardship on its members who find it difficult to leave their duties during one of the busiest seasons of the year, and

Whereas, the conveniences and interests of the great majority of members would be best served by holding the annual convention during the early summer months,

Therefore, be it resolved, that this convention direct its board of directors to schedule the 1935 convention during June or July on such dates considered best by the directors.

* * *

Future Conventions

Resolved, that annual meetings of the National Association of Broadcasters be held in the months of July or August.

* * *

Cincinnatians Thanked

Resolved, that the NAB hereby extends its hearty thanks to the management of the Netherland Plaza Hotel, to the members of its convention committee, under the chairmanship of Edwin M. Spence, and to the members of the Cincinnati convention committee, under the chairmanship of Powel Crosley, Jr., for their admirable service in making the twelfth annual convention of the National Association of Broadcasters an outstanding success.

New Schedule of Dues

Resolved, that the NAB hereby approves and adopts an amendment to the by-laws of said association which was duly submitted to its members in advance of the meeting at which this resolution was adopted, as provided by said by-laws, said amendment being as follows:

To repeal By-law No. 1, and substitute therefor the following:

Effective Oct. 1, 1934, quarterly dues shall be payable each Jan. 1, April 1, July 1 and Oct. 1 on the following basis:

(a) Each member operating a station authorized to operate 40 hours or less per week shall pay a sum equal to one-third of the highest rate published by such member for one-quarter hour of broadcasting time.

(b) Each member operating a station authorized to operate 41 to 60 hours per week shall pay a sum equal to one-half of the highest rate published by such member for one-quarter hour of broadcast time.

(c) Each member operating a station authorized to operate 61 to 80 hours per week shall pay a sum equal to two-thirds of the highest rate published by such member for one-quarter hour of broadcast time.

(d) Each member operating a station authorized to operate 81 hours or more per week shall pay a sum equal to the highest rate published by such member for one-quarter hour of broadcast time.

* * *

Speakers Lauded

Resolved, that the NAB hereby expresses its sincere thanks to the Hon. Clarence C. Dill, the Hon. Hampson Gary, the Hon. Thad H. Brown, the Hon. Ewin L. Davis, the Hon. Sol A. Rosenblatt, and the Hon. Russell Wilson, for their notable contributions to the interest and value of the twelfth annual convention.

* * *

Reports Accepted

Resolved, that the NAB, having heard at its twelfth annual convention the reports of its officers and committee chairmen covering their activities during the past year, hereby accepts and approves such reports.

Managing Director Endorsed

Resolved, that the NAB hereby expresses its cordial appreciation of the efficient, conscientious and able service rendered during the past year by its managing director, Philip G. Loucks, and its full approval of the manner in which he has conducted the affairs of the association's office.

Sponsors Hour Dramas

RADIO drama will be given an unusual place of sponsorship, starting Oct. 7, when Lever Brothers, Cambridge, Mass. (Lux soap), starts a series of one-hour versions of outstanding play successes on a nation-wide network of 38 NBC-WJZ and supplementary stations, Sundays, 2:30-3:30 p. m. J. Walter Thompson Co., New York, is handling the account.

The Only Network Station In Western Montana

BUTTE

SILVER IS UP—
Sending
The Buying Power
of the
Western Montana
Mining Region
To a New High

**NBC will now allow you to purchase K G I R without taking any other North Mountain Station.*
SEE NBC RATE CARD 16

For increased sales *add Butte to your Western Network Program

Over 50% of Montana's Population Lives in Our Coverage Area

BUTTE **KGIR** MONTANA

1000 Watts NBC Western Montana Outlet

E. B. CRANEY, General Manager

A NEW SERVICE *for* ADVERTISING AGENCIES

Radio Programs to suit the product, built by PROFESSIONAL showpeople for advertising agencies to submit to their clients . . . programs *passed on* by experienced advertising men before leaving our studios!

PLANNED PROGRAMS *that* MERCHANDISE *Products*

Based upon the needs of the client . . . the job to be done . . . the appropriation. In addition to scripts and talent, we include in our services to reputable advertising agencies throughout the country necessary research and the construction of a merchandising plan and its allied tie-ins. We operate CONFIDENTIALLY as part of YOUR OWN ORGANIZATION, thus adding an important department to your staff at *no extra expense*, in fact effecting a substantial saving!

MUSICAL — COMEDY — DRAMATIC — CHILDREN'S PROGRAMS — OVER 100 FLESH AND TRANSCRIPTION PRODUCTIONS AVAILABLE NOW AT LOW COST!

New England Representatives for Stations KFEQ (2500 watts) . . . KGGF (1000 watts) . . . WBCM (1000 watts) . . . WCBD (5000 watts) . . . KFBI (5000 watts) . . . WKZO (1000 watts) . . . WGES (5000 watts) and others. Write for complete data, to Commercial Department.

Kasper-Gordon Studios 140 BOYLSTON ST. BOSTON

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY, Schenectady

American Molasses Co., New York (Grandma's Molasses), twice weekly *sp*, 100 times, thru Chas. Hoyt & Co., N. Y.

Johnson Products Co., Boston (Bostonian oil burner), 364 daily weather reports, thru Broadcast Advertising, Boston.

United American Bosch Corp., Springfield, Mass. (radio sets), 26 weekly *t*, thru E. T. Howard Co., N. Y.

Florence Stove Co., Florence, Mass. (Florence oil burner), 13 weekly *sp*, thru William B. Remington, Springfield, Mass.

General Mills, Minneapolis (cereals), 260 daily except Saturday and Sunday *t*, thru Blackett-Sample-Hummert, Inc., Minneapolis.

Mantle Lamp Co., Chicago (Aladdin lamps), 13 weekly *t*, thru P. O. Palmer, Chicago.

Penn Tobacco Co., New York (Kentucky Club tobacco), 26 twice weekly *sp*, thru Ruthrauff & Ryan, N. Y.

Richfield Oil Corp., New York (gas and oil), 65 *t*, 5 times weekly, thru Fletcher & Ellis, N. Y.

Rival Packing Co., Chicago (Rival dog food), 26 weekly *t*.

WHAM, Rochester

J. Hungerford Smith Co., Rochester (Enerjoy), 2 weekly *sp*, thru Stewart, Hanford & Frohman, Inc., Rochester.

Richfield Oil Corp., New York, 5 weekly *ta*, 3 months, thru Fletcher & Ellis, N. Y.

Bond Electric Corp., Jersey City (flashlights), weekly *t*, 3 months, thru General Broadcasting Co., N. Y.

Dr. Miles Laboratories, Elkhart, Ind. (Alka Seltzer), 3 weekly *t*, 4 months, thru Wade Advertising Agency, Chicago.

General Baking Co., New York (Bond Bread), 2 weekly *sp*, thru Batten, Barton, Durstine & Osborn, N. Y.

Scott Paper Co., Chester, Pa. (Scott Tissue), 3 weekly *sp*, 6 weeks, thru J. Walter Thompson Co., N. Y.

Chieftain Mfg. Co., Baltimore (Colorshine), 3 weekly *ta*, 4 weeks, thru Van Sant, Dugdale & Co., Baltimore.

Scott & Bowne, Elmira, N. Y. (Scott's Emulsion), 2 weekly *ta*, 5 months, thru Marschalk & Platt, Inc., N. Y.

Oakley Chemical Co., New York (Oakite cleanser), 2 weekly *sa*, 3 months, thru Rickard & Co., N. Y.

WRVA, Richmond, Va.

Mantle Lamp Co. of America, Chicago, weekly *t*, thru Philip O. Palmer Co., Chicago.

General Mills, Minneapolis (Bisquick), 6 *t* weekly, 52 weeks, thru Blackett-Sample-Hummert, N. Y.

Rich-Maid Mfg. Co., Richmond (coffee and baking powder), renewal of weather reports, 6 weekly, 52 weeks, thru Advertising, Inc., Richmond.

Benjamin Moore & Co., New York (paints), weekly *sp*, handled direct.

Gardner Nursery Co., Osage, Iowa (seeds, plants), 3 *t*, thru Northwest Radio Advertising Co., Seattle.

Ford Motor Co., Detroit, renewal of weekly *t*, 15 weeks, thru N. W. Ayer & Son, N. Y.

WOW, Omaha

French Lick Springs Hotel, French Lick Springs, Ind. (Pluto Water), 3 *ta* weekly, thru H. W. Kastor & Sons, Chicago.

Iowa Soap Co., Cedar Rapids, Iowa, *ta*, thru R. J. Potts & Co., Kansas City.

Ironized Yeast Co., Atlanta, thrice weekly *sa*, thru Ruthrauff & Ryan, N. Y.

Knox Co., Kansas City (Cystex), 4 weekly *t*, thru Dillon & Kirk, Kansas City.

Maryland Pharmaceutical Co., Baltimore (Rem), 7 weekly *ta*, thru Joseph Katz Agency, Baltimore.

Plough, Inc., Memphis (St. Joseph's aspirin), one broadcast announcing future program, thru Lake-Spiro-Cohn, Inc., Memphis.

Raladam Co., Detroit (Marmola), 5 weekly *sa*, thru H. W. Kastor & Sons, Chicago.

Scott & Bowne, Elmira, N. Y. (Scott's Emulsion), 2 *ta* weekly, thru Marschalk & Platt, Inc., N. Y.

WAPI, Birmingham

E. Griffiths Hughes, Rochester, N. Y. (Kruschen Salts), weekly *t*, thru Group Broadcasters, N. Y.

Carter Medicine Co., New York (liver pills), 3 weekly *t*, thru Spot Broadcasting, Inc., N. Y.

Dr. Pepper Bottling Co., Dallas (beverage), 6 weekly *t*, thru Tracy-Locke-Dawson, Dallas.

McCormick & Co., Baltimore (Banquet tea), 3 weekly *t*, thru Van Sant, Dugdale & Co., Baltimore.

Central Shoe Co., St. Louis (Robin Hood shoes), weekly *t*, thru Jimm Daugherty, St. Louis.

Watch Tower Society, Brooklyn (Judge Rutherford's talks), weekly *t*, handled direct.

WFBL, Syracuse, N. Y.

Ormand Hosiery Co., New York, 3 weekly *ta*, 6 months, direct.

Cortland Baking Co., Cortland, N. Y. (Cobakco Bread), 5 weekly quarter hour *t*, 66 programs, renewal, direct.

KDKA, Pittsburgh

Sea Breeze Laboratories, Inc., Pittsburgh (Sea Breeze antiseptic), 13 weekly *sp*, thru Reed Advertising Agency, Pittsburgh.

Mantle Lamp Co. of America, Chicago (farm lamps), market and produce reports, 5 times weekly, 13 weeks, thru Philip O. Palmer, Chicago.

Libbey-Owens-Ford Glass Co., Toledo (safety glass), weather reports daily, 4 weeks, and 15 *sa*, thru U. S. Advertising Corp., Toledo.

Gardner Nursery Co., Osage, Ia. (shrubs, plants), 3 five-minute *t*, thru Northwest Radio Advertising Co., Seattle.

International Vitamin Corp., New York (IVC pearls), twice weekly *sp*, thru Zinn & Meyer, Inc., N. Y.

Better-Light-Better-Sight Council in Tri-State Area, 18 half-hour *sp*, thru Batten, Barton, Durstine & Osborn, Pittsburgh.

Toma, Inc., Ligonier, Pa. (stomach remedy), daily *sp*, 52 weeks, thru W. S. Hill Co., Pittsburgh.

Chr. Hansen's Laboratories, Inc., Little Falls, N. Y. (Junket ice cream mix), 39 Home Forum participations, thru Mitchell-Faust Advertising Co., Chicago.

Bowey's, Inc., Chicago (Dari-Rich chocolate), thrice weekly quarter-hour *t*, 52 weeks, thru C. Wendel Muench Co., Chicago.

Duquesne Brewing Co., Pittsburgh (Silvertop beer), twice weekly quarter-hour *sp*, 26 weeks, thru Walker & Downing, Pittsburgh.

Fels & Co., Philadelphia (Fels-Naptha soap), renewal, 26 twice weekly *sp*, thru Young & Rubicam, Inc., New York.

WNEW, Newark

Thomas A. Hutchison Co., New York (Du-Pak nail polish), 3 weekly *t*, 36 programs, thru Bermingham, Castleman & Pierce, Inc., N. Y.

Gardner Nursery Co., Osage, Iowa (plants, shrubs), 6 *t* garden talks, thru Northwest Radio Advertising Co., Seattle.

KMOX, St. Louis

Robertson, Inc., East St. Louis (farm implements), weekly *sp*, 52 weeks, handled direct.

French Lick Springs Hotel, French Lick Springs, Ind. (Pluto Water), time signals daily, 91 days, thru H. W. Kastor & Sons, Detroit.

David G. Evans Coffee Co., St. Louis, thrice weekly *sp*, thru Mears Advertising Agency, St. Louis.

Armand Co., Des Moines (face powder), weekly *t*, thru N. W. Ayer Co., N. Y.

Crazy Water Crystals Co., Mineral Wells, Tex., 6 weekly *sp*, handled direct.

Libbey-Owens-Ford Glass Co., Toledo (shatterless glass), 5 weekly time signals, thru U. S. Advertising Corp., Toledo.

Raladam Co., New York (Marmola), 5 weekly *ta*, thru H. W. Kastor & Sons, Detroit.

Chieftain Mfg. Co., Baltimore (shoe polish), 3 weekly *ta*, thru Van Sant, Dugdale & Co., Baltimore.

Scott & Bowne, Elmira, N. Y. (Scott's Emulsion), 2 weekly *ta*, thru Marschalk & Platt, N. Y.

Nisley Shoe Co., St. Louis, 3 weekly *ta*, thru Mumm-Roamer-Robbins-Persons, Columbus, Ohio.

Bond Bread Co., St. Louis, 6 weekly *sp*, thru Batten, Barton, Durstine & Osborn, N. Y.

WICC, Bridgeport, Conn.

Carter Medicine Co., New York (liver pills), 156 *ta*, thru Street & Finney, N. Y.

Kellogg Sales Co., New York (cereals), 20 *ta*, handled direct.

American Protestant Defense League, Darien, Conn., 2 *ta*, handled direct.

Loose-Wiles Biscuit Co., Long Island City, N. Y., 117 *ta*, thru Newell-Emmett Co., Boston.

Ex-Lax, Inc., New York (laxative), 39 *ta*, thru Reigel & Leffingwell, N. Y.

New England Steamship Lines, New York, 42 *ta*, thru Wendell Colton Co., N. Y.

KWKH, Shreveport, La.

Gardner Nursery Co., Osage, Iowa (plants, shrubs), 6 5-minute *t*, thru Northwest Radio Co., Seattle.

WFBL, Syracuse, N. Y.

Optimate Cigar Co., Syracuse, quarter-hour *sp* weekly, 52 weeks, handled direct.

Percentage of U. S. Trade by Regions

(Based on preliminary reports from the 1934 Census of American Business)

WOAI, San Antonio, Tex.

Dodge Motor Corp., Detroit, 5 *t*, thru Ruthrauff & Ryan, N. Y.
Dr. Pepper Co., Dallas (beverage), renewal of 52 more daily except Friday *t*, thru Tracy-Locke-Dawson, Dallas.
Knox Co., Kansas City (Cystex), 26 weekly *t*, thru Dillon & Kirk, Kansas City.
Humble Oil & Refining Co., Houston, Tex., 14 *sa*, thru Franke-Wilkinson, Houston.
French Lick Springs Hotel, French Lick Springs, Ind. (Pluto Water), 45 *sa*, thru H. W. Kastor & Sons, Chicago.
Gardner Nursery, Osage, Iowa (plants, shrubs), 6 *ta*, thru Northwest Radio Advertising Co., Seattle.
American Bosch Radio Corp., New York (Bosch radios), 26 weekly *t*, thru E. T. Howard & Co., N. Y.
Adlerika Co., St. Paul (Adlerika), 39 semi-weekly *t*, thru St. Paul Advertising Co., St. Paul.
Universal Mills, Ft. Worth (flour), thrice weekly *t*, 78 programs, thru Tracy-Locke-Dawson, Dallas.

WGAR, Cleveland

Knox Co., Kansas City (Cystex), weekly *t*, 26 weeks, thru Dillon & Kirk, Kansas City.
Central Shoe Co., St. Louis (Robin Hood shoes), 2 weekly *t*, 26 weeks, thru Jimm Daugherty, St. Louis.
Baldwin Piano Co., Cincinnati, weekly *sp*, 26 weeks, handled direct.
Bond Clothing Co., New York, 6 weekly *sp*, 52 weeks, thru S. N. King, N. Y.
Marlin Co., Marlin, Tex. (Marlin Crystals), 6 weekly *sa*, 26 weeks, thru Falls Agency, Marlin, Tex.
Maryland Pharmaceutical Co., Baltimore (Rem), 22 weekly time signals, 26 weeks, thru Joseph Katz Agency, Baltimore.
Scott Paper Co., Chester, Pa. (Scott tissue), 6 weekly *sa*, 13 weeks, thru J. Walter Thompson, N. Y.
Musebeck Shoe Co., Danville, Ill., 6 weekly *ta*, 13 weeks, handled direct.

WBAL, Baltimore

Wrigley Pharmaceutical Co., Atlantic City, N. J. (Spearmint toothpaste), renewed 2 *sa* weekly, thru Jerome B. Gray & Co., Philadelphia.
Household Finance Co., Chicago (loans), weekly *sa*, thru Charles Daniel Frey, Chicago.
Knox Co., Kansas City (Cystex), weekly *t*, thru Allen Smith Advertising Co., N. Y.
Bond Electric Co., Jersey City (electrical supplies), weekly *t*, thru O. S. Tyson & Co., N. Y.
Phillips Packing Co., Cambridge, Md. (soups and vegetables), daily *sa*, handled direct, renewal.
French Lick Springs Hotel Co., French Lick Springs, Ind. (Pluto Water), *ta* daily except Saturday and Sunday, thru H. W. Kastor & Sons, Chicago.

KFH, Wichita, Kans.

Skelly Oil Co., Kansas City, 5 weekly *t*, 130 programs, thru Russell C. Comer Advertising Co., Kansas City.
Scott & Bowne, Elmira, N. Y. (Scott's Emulsion), 2 weekly *ta*, 39 programs, thru Marschalk & Platt, Inc., N. Y.
Norwich Pharmacal Co., Norwich, N. Y. (Unguentine), 6 weekly *sp*, 26 programs, thru L. C. Gumbinner Agency, N. Y.
Seneca Coal & Coke Co., Kansas City, 6 weekly *sp*, 130 programs, thru Murrel Crump Advertising Co., Kansas City.

WROK, Rockford, Ill.

Jenny Wren Co., Lawrence, Kans. (Angel-Mix), 6 weekly *sp*, 4 weeks, thru R. J. Potts & Co., Kansas City.
Inland Consolidated Coal Corp., Chicago (Great Eagle coal), 52 daily *sa*, thru Jim Duffy, Inc., Chicago.
Chappel Brothers, Inc., Rockford, Ill. (Ken-L-Ration), 6 weekly *sp*, 13 weeks, handled direct.

Endurance Record

HARRISON HOLLIWAY, manager of KFRC, San Francisco, has established an endurance record for continuous broadcasting. He was at the mike of KFRC for 24 hours, starting at one minute after midnight, Sept. 23, broadcasting continuously. The endurance test was in celebration of KFRC's tenth anniversary also to celebrate Holliway's tenth year in association with the station, which he started on Sept. 24, 1924.

Two Cigarette Accounts Returning to Networks

TWO LEADING cigarette sponsors are returning to radio this month with feature shows that in the past have commanded intense popular interest. Both will use widespread CBS networks.

Starting Oct. 1, Liggett & Myers Tobacco Co. for Chesterfield is sponsoring a thrice weekly half hour series on 80 stations, featuring Rosa Ponselle on Mondays, Nino Martino Wednesdays and Grete Stueckgold Saturdays, with Andre Kostelanetz's 40-piece orchestra. All shows are 9-9:30 p. m. Newell-Emmett Co., New York, handles the account.

Starting Oct. 2, R. J. Reynolds Co. for Camel is sponsoring a new all-star "Camel Caravan" on 88 CBS stations, featuring Walter O'Keefe as master of ceremonies, Annette Hanshaw, Ted Husing and Glen Gray's Casa Loma orchestra, Tuesdays, 10-10:30 p. m., and Thursdays, 9-9:30 p. m. William Esty & Co., New York, handles the account.

E-Z-R-A Goes Network

DR. MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer) on Oct. 17 will bring its "Uncle Ezra" program on an NBC-WEAF network, Wednesdays, Fridays and Sunday evenings, supplementing its NBC-WJZ "Saturday Night Barn Dance." In addition, a transcription titled "Comedy Stars of Hollywood" will be spotted on selected stations. Alka-Seltzer's new network offering, highly successful for two years on WLS, Chicago, features Uncle Ezra and his famous 5-watt broadcasting station, E-Z-R-A. The account is handled by Wade Advertising Agency, Chicago.

Ivory's Spot Schedule

FROCTER & GAMBLE Co., Cincinnati (Ivory Soap), which first tested Capt. Tim Healy's "Ivory Stamp Club of the Air" on WDRC, Hartford, and WTAG, Worcester, and then went network, on Oct. 1 will supplement its network show with 90 WBS transcriptions, placed three times weekly on 10 stations by the Blackman Co., New York. The stations getting the spot schedule are WIP, Philadelphia; WLW, Cincinnati; KHQ, Spokane; KGW, Portland, Ore.; KOMO, Seattle; WHAM, Rochester; WFBL, Syracuse; KOA, Denver; KGO, San Francisco, and KFI, Los Angeles.

New Representatives

ORGANIZATION of a new firm of exclusive station representatives, with offices in both New York and Chicago, was announced coincident with the NAB convention in Cincinnati by William R. Stewart, of Chicago, former agency man. Among the stations understood to be aligned with the firm are WIBM, Jackson, Mich.; WNRA, Muscle Shoals, Ala.; WJBK, Detroit, and WFDF, Flint, Mich. Associated with Mr. Stewart in the New York office, Rockefeller Plaza, is Hibbard Ayer, formerly with WESG, Elmira, N. Y. Mr. Stewart is in charge of the Chicago office at 9 So. Clinton St.

Expanding Its Spots

AN EXPANDED list of Middle Western stations will be used by the Mentho-Kreoamo Co., Clinton, Ill. (M-K cold remedy and M-K liquid rub) when it starts its 1934-35 radio advertising campaign about Oct. 15, reports the Wade Advertising Agency, Chicago, which handles the account. Daily announcements on selected stations and the Saturday night "Barn Dance Frolic" on WOC-WHO, Des Moines, will be used.

BLATZ BREWING Co., Milwaukee (beer and ale) has started the sponsorship of Joseph Dunn, 1933 star quarterback of Marquette University and now coach there, in 15-minute periods preceding all University of Wisconsin and Green Bay (Wis.) "Packers" football games.

WE WERE SO YOUNG— SO INNOCENT— ALACK!

Before we ever operated a radio station, we never dreamed that we were supposed to be "covered" by some half-dozen distant stations. ● Innocent and untutored, we listened only to very near-by outlets. ● We still believe most people do the same. So we use our energy trying only to cover our own 1,000,000 real neighbors, and leave the rest of the world for *their* local stations. ● Hence you get a lot of *primary* audience, at small station rates. ● An N. B. C. outlet.

Representatives in New York and Chicago: Free & Steininger, Inc.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Nebraska's Farm Income Highest In Four Years!

WOW
OMAHA
ON THE N.B.C. RED NETWORK

When figures combat rumor, the truth comes out. Nebraskans (and Iowans) are *not* destitute and starving, as you may have heard. Despite the drouth, figures recently published by *The Omaha World-Herald* show Nebraska's total 1934 crop income to be $144,235,000—12 million more than 1933, 60 million more than 1932. Livestock proceeds will bring this total to more than 300 million dollars, the highest since 1930. Nebraskans and Iowans are buying, selling and living well—an ideal, active market for your product. Advertise now . . . and when you do, remember that your radio job is done right when WOW does it!

590 KILO. Owned and Operated by 1000 WATTS
WOODMEN OF THE WORLD
Life Insurance Association
JOHN J. GILLIN, Jr., Commercial Manager
OMAHA, NEBR.
National Representatives:
GREIG, BLAIR & SPIGHT, INC.
New York Chicago Los Angeles

W-I-N-S INTRODUCES:

R. L. Ferguson . . . . . ***Station Director***
Formerly WLW and NBC

Walter J. Preston . . . . . ***Sales Manager***
Formerly WBBM and CBS

C. L. Thomas . . . . . ***Program Director***
Formerly WLW

Roland Bradley . . . . . ***Production Manager***
Formerly WGY

Edward A. Cleland . . . . . ***Continuity Editor***
Formerly WLW

Earl La Vere . . . . . ***Artists' Bureau***
35 Years in Show Business

«««■»»»

May We Introduce You
To Our W-I-N-S Audience?

«««■»»»

AMERICAN RADIO NEWS CORPORATION

114 E. 58th Street **NEW YORK CITY**

Official NAB Convention Registration . . .

Glenn D. Gillett, Washington.
John J. Gillin, Jr., WOW, Omaha.
Benedict Gimbel, Jr., WIP, Philadelphia.
E. B. Gish, KGRS, Amarillo, Tex.
Earl J. Glade, KSL, Salt Lake City.
Paul F. Godley, Montclair, N. J.
Russell A. Gohring, WSPD, Toledo.
H. P. Gould, H. P. Gould Co., Chicago.
Purnell H. Gould, WFBR, Baltimore.
J. E. Graft, WHAS, Louisville.
Harold F. Gross, WJIM, Lansing, Mich.
Sherman D. Gregory, KDKA, Chicopee Falls, Mass.
G. W. Grignon, WISN, Milwaukee.
Charles H. Gurney, WNAX, Yankton, S. D.

George E. Halley, Grieg, Blair & Spight, Chicago.
Hugh A. L. Halff, WOAI, San Antonio.
James C. Hanrahan, KSO, Des Moines.
William Hard, Washington.
John Harrington, KWK, St. Louis.
Wiley P. Harris, WJDX, Jackson. Miss.
Clarence W. Hayes, WHBC, Canton, O.
Kolin D. Hager, WGY, Schenectady, N. Y.
William S. Hedges, WEAF, New York.
Robert D. Heinl, Heinl Radio News Service, Washington.
A. B. Hendry, WIL, St. Louis.
Mrs. A. T. Hild, WLIT, Philadelphia.
Charles Hill, WIBM, Jackson, Mich.
Oscar C. Hirsch, KFVS, Cape Girardeau, Mo.
Harry H. Hoessly, WAIU, Columbus, O.
Homer Hogan, KYW, Chicago.
John V. L. Hogan, Radio Pictures, Inc., New York.
Herman H. Hohenstein, KFUO, St. Louis.
John A. Holman, WBZ, Boston.
Herbert Hollister, WLBF, Kansas City.
James F. Hopkins, WJBK, Detroit.
John T. Hopkins, WJAX, Jacksonville, Fla.
W. L. Hoppes, Electrical Research Products, Inc., New York.
Bascom H. Hopson, WAPI, Birmingham, Ala.
C. W. Horn, WJZ, New York.
Robert E. Howard, Campbell-Ewald Co., Detroit.
Stanley E. Hubbard, KSTP, St. Paul, Minn.
James L. Hughes, WHBF, Rock Island, Ill.

George F. Isaacs, WGN, Chicago.

Jessie M. Jacobsen, KFBB, Great Falls, Mont.
L. Jaquier, WKBF, Indianapolis.
Jesse H. Jay, WIOD, Miami, Fla.
C. M. Jansky, Jr., Jansky & Bailey, Washington.
Earl D. Jencks, WTCN, Minneapolis.
William F. Johns, WTCN, St. Paul, Minn.
Ray P. Jordan, WDBJ, Roanoke, Va.
Jay A. Johnson, WTAX, Springfield, Ill.

John J. Karol, WABC, New York.
J. L. Kaufman, Hearst radio stations.
Lambdin Kay, WSB, Atlanta.
Arthur J. Kemp, KHJ, Los Angeles.
John K. Kettlewell, Chicago.
Truett J. Kimzey, KFJZ, Fort Worth.
Frank King, WMBR, Jacksonville, Fla.
William T. Knight, Jr., WTOC, Savannah, Ga.
Edgar Kobak, NBC, New York.
Dr. Cline M. Koon, U. S. Office of Education, Washington.
S. M. Krohn, WSMK, Dayton, O.

Frank S. Lane, WDOD, Chattanooga.
Paul H. La Stayo, WAAT, Jersey City, N. J.
Philip G. Lasky, KDYL, Salt Lake City.
Isaac D. Levy, WCAU, Philadelphia.
Leon Levy, WCAU, Philadelphia.
Dick Lewis, KTAR, Phoenix, Ariz.
Ednyfed Lewis, WFI, Philadelphia.
Leonard Lewis, *Printers Ink*, New York.
Russell D. Lighty, Rock Island, Ill.
Howard M. Loeb, WFDF, Flint, Mich.
Ruth R. Loeb, WFDF, Flint, Mich.
H. L. Lohnes, WWVA, Washington.
Nathan Lord, WAVE, Louisville.
Ike R. Lounsberry, WGR-WKBW, Buffalo, N. Y.
Eliot C. Lovett, Washington.
Paul A. Loyet, WOC-WHO, Des Moines, Ia.
Calvin T. Lucy, WRVA, Richmond, Va.
Thomas J. Lyons, WCAO, Baltimore.

John C. McCormack, KTBS, Shreveport, La.
A. J. McCosker, WOR, Newark, N. J.
Lawrence W. McDowell, KFOX, Long Beach, Calif.
Joseph H. McGillvra, New York.
C. P. Mac Gregor, Mac Gregor & Sollie, San Francisco.

WIOD
MIAMI · FLORIDA
A Quality Station
Covering the southern counties of Florida with the highest type of national and local programs. Reaching radio listeners of Miami's greatest winter season, 1000 watts full time. National representatives, Edward Petry & Company.
A Quality Market
Representing a cross-section of the buying power of the United States. Secure choice time now for this valuable coverage. Studios in the Herald Building, Miami. Transmitter on Collins Island, Miami Beach.
Southernmost Associated Station of the National Broadcasting Company

WSGN APOLOGIZES TO BEN BERNIE!

Dear Ben: Sorry there wasn't such a big crowd out for your recent dance in Birmingham.

But WSGN had stolen the show. We were broadcasting each night the complete testimony of the town's most sensational murder trial, the Faye New case.

Everybody was home listening to WSGN. Over 5,000 cards and letters said "thanks."

STEVE CISLER
Manager

FULL TIME **WSGN** 100 WATTS
BIRMINGHAM, ALABAMA

Ezra A. McIntosh, WWNC, Asheville, N. C.
Jamie W. McIver, WWNC, Asheville, N. C.
Bob McMenamin, WIBM, Jackson, Mich.
Joseph O. Maland, WOC-WHO, Des Moines, Ia.
Margaret A. Maliney, *Radio Dial*, Cincinnati.
Frank P. Manchester, WAAW, Omaha, Nebr.
Darrell V. Martin, *Pittsburgh Post-Gazette*, Pittsburgh.
J. L. Martin, WDAG, Amarillo, Tex.
Robert D. Martin, Edwards & Martin, Detroit, Mich.
Frank Marx, WMCA, New York.
Frank E. Mason, NBC, New York.
Richard H. Mason, WPTF, Raleigh, N. C.
Howard S. Meighan, New York.
Edythe F. Melrose, WJAY, Cleveland.
Jerry A. Merguelin, Western Electric Co., New York.
Phil J. Meyer, KFYR, Bismarck, N. D.
Carl J. Meyers, WGN, Chicago.
J. L. Middlebrooks, WAPI, Birmingham, Ala.
Charles E. Midgley, Jr., Batten, Barton, Durstine & Osborne, New York.
E. S. Mittendorf, WKRC, Cincinnati.
Fred W. Mizer, WQAM, Miami, Fla.
Herbert Moore, Transradio Press, Inc., New York.
James M. Moroney, WFAA, Dallas.
Gerald A. Murray, Western Electric Co., New York.
Chas. W. Myers, KOIN, Portland, Ore.

E. Richard O'Dea, WNEW, Newark, N. J.
Gene O'Fallon, KFEL, Denver.
Nathan G. Osborne, Paul H. Raymer Co., Chicago.
John M. Outler, Jr., WSB, Atlanta.
Leo E. Owens, WTCN, St. Paul, Minn.

Fred A. Palmer, WBNS, Columbus, O.

Duke M. Patrick, Washington.
John F. Patt, WGAR, Cleveland.
Charles B. Persons, WEBC, Duluth.
S. Gordon Persons, WSFA, Montgomery, Ala.
Edw. Petry, Edward Petry & Co., New York.
Charles F. Phillips, WFBL, Syracuse, N. Y.
S. A. Pickering, WJAS, Pittsburgh.
Charles S. Powell, Graybar Electric Co., Louisville.
D. J. Poynor, WMBH, Joplin, Mo.
Elmer W. Pratt, WLBW, Washington.
Cecil Price, KFH, Wichita, Kans.
Arthur C. Pritchard, WWL, New Orleans.

E. Jay Quinby, RCA Victor Co., Camden, N. J.
Harold Quilliam, KOMO-KJR, Seattle, Wash.
S. D. Quarton, KWCR, Cedar Rapids, Ia.

Hugh Rager, Chicago.
France M. Raine, *Cincinnati Times-Star*, Cincinnati.
Paul H. Raymer, Paul H. Raymer, New York.
Wilber W. Rhoads, Pathfinder Publishing Co., Chicago.
O. E. Richardson, Graybar Electric Co., New York.
Andrew D. Ring, Federal Radio Commission, Washington.
Stephen R. Rintoul, World Broadcasting System, New York.
Ingham S. Roberts, KPRC, Houston, Tex.
Graham A. Robertson, WLS, New York.
H. Robinson, Young & Rubicam, Inc., New York.
Ira E. Robinson, Washington.
Naylor Rogers, KNX, Hollywood.
Emanuel J. Rosenberg, New York.
Manuel Rosenberg, *The Advertiser*, Cincinnati.
James C. Ross, WWJ, Detroit.
Mefford R. Runyon, WABC, New York.
Frank M. Russell, NBC, Washington.
John H. Ryan, WSPD, Toledo, O.

F. M. Scutt, WGR-WKBW, Buffalo, N. Y.
Minnie Mae Searles, WJAY, Cleveland.
Paul M. Segal, Washington.
William A. Schudt, WBT, Charlotte, N. C.
Oswald Schuette, Washington.
John Schilling, WHB, Kansas City.
M. H. Shapiro, *Billboard*, New York.
Arch Shawd, CKLW, Detroit.
John Shepard, 3rd, WNAC, Boston.
Allen T. Simmons, WADC, Akron, O.
Kenneth C. Sink, WFBG, Altoona, Pa.
Henry W. Slavick, WMC, Memphis.
George W. Smith, WWVA, Wheeling, W. Va.
J. Kelly Smith, WBBM, Chicago.
M. D. Smith, WBRC, Birmingham, Ala.
T. A. Smith, RCA Victor Co., New York.
Vernon H. Smith, WREN, Lawrence, Kans.
Webster Smith, WTAM, Cleveland.
Glenn Snyder, WLS, Chicago.
F. C. Sowell, Jr., WLAC, Nashville.
Burt Squire, WHK, Cleveland.
Frank J. Stahl, Graybar Electric Co., New York.
Robert B. Stephenson, Radio Sales, Inc., New York.
Jack Stewart, WCAE, Pittsburgh.
William R. Stewart, Chicago.
John H. Stilwell, WKBF, Indianapolis.
Harry Stone, WSM, Nashville.
George B. Storer, WMCA, New York.
George O. Sutton, Washington.
T. W. Symons, Jr., KFPY, Spokane, Wash.
Edwin M. Spence, WPG, Atlantic City, N. J.
Bert Siebert, NAB, Washington.

Sol Taishoff, BROADCASTING Magazine, Washington.
Eugene R. Tantz, WLIT, Philadelphia.
Clifford M. Taylor, WBEN, Buffalo, N. Y.
Douglas Taylor, *Printers Ink*, New York.
F. G. Taylor, BROADCASTING Magazine, Washington.
Inglis M. Taylor, WEBQ, Harrisburg, Ill.
J. M. Temple, WMCA, New York.
Norman A. Thomas, WDOD, Chattanooga.
Robert M. Thompson, KQV, Pittsburgh.
Roy F. Thompson, WFBG, Altoona, Pa.
E. W. Thurston, Western Electric Co., New York.
Walter L. Tierney, Bell Laboratories, New York.
Chas. R. Tighe, *Radio Art*, New York.
Niles Trammell, NBC, Chicago.
Edgar H. Twamley, WBEN, Buffalo, N. Y.
Levering Tyson, NACRE, New York.
Leo B. Tyson, Al Pearce's Gang.

Joe H. Uhalt, WDSU, New Orleans.

Harold C. Vance, RCA Victor Co., Chicago.
Edward E. Voynow, Edward Petry & Co,. Chicago.
Jack L. Van Volkenburg, KMOX, St. Louis.

James A. Wagner, WHBY, Green Bay, Wis.
Nolan S. Walker, WHBC, Canton, O.
J. T. Ward, WLAC, Nashville, Tenn.
Loren L. Watson, WIBX, Utica, N. Y.
Wm. B. Way, KVOO, Tulsa, Okla.
Fred. Weber, American Broadcasting System, New York.
Lewis Allen Weiss, WJR, Detroit.
Wm. H. West, KSD, St. Louis.
Harold M. Wheelahan, WSMB, New Orleans.
Clarence Wheeler, WHEC, Rochester.
Frank Whiting, P. H. Payne Co., San Francisco.
W. P. Williamson, Jr., WKBN, Youngstown, O.
Harry C. Wilder, WSYR, Syracuse.
Frederic A. Willis, CBS, New York.
L. B. Wilson, WCKY, Covington, Ky.
Robt. Wilson, WADC, Akron, O.
Earl W. Winger, WDOD, Chattanooga.
Donald Withycomb, KPO, New York.
Harry A. Woodman, KDKA, Pittsburg.
Easton C. Wooley, New York.
E. A. Wooten, WMBC, Detroit.
Hoyt Wooten, WREC, Memphis.
S. D. Wooten, WREC, Memphis.
Bertha K. Wulff, Broadcast Advertising, Inc., Columbus, O.

Ed. Zimmerman, WMAQ, New York.

Dick Richards Promotes Detroit Lions, Grid Pros

GEORGE (Dick) RICHARDS, president of WJR, Detroit, and WGAR, Cleveland, has undertaken the promotion of the Detroit Lions, professional football team, which started its schedule against the New York Giants Sept. 22. Mr. Richards, in partnership with Leo Fitzpatrick, WJR vice president, and "Cy" Huston, well known Detroit and Ann Arbor sportsman, recently bought out the franchise of the Portsmouth (O.) pro team.

Huston is managing the team, with "Potsy" Clark, former Illinois All-American star, as coach. Despite the fact that WJR executives control the club, that station will not carry the broadcasts of its home games. These will be sponsored and carried on WXYZ and the Michigan Network.

KVI is first key to TACOMA-SEATTLE markets

KVI

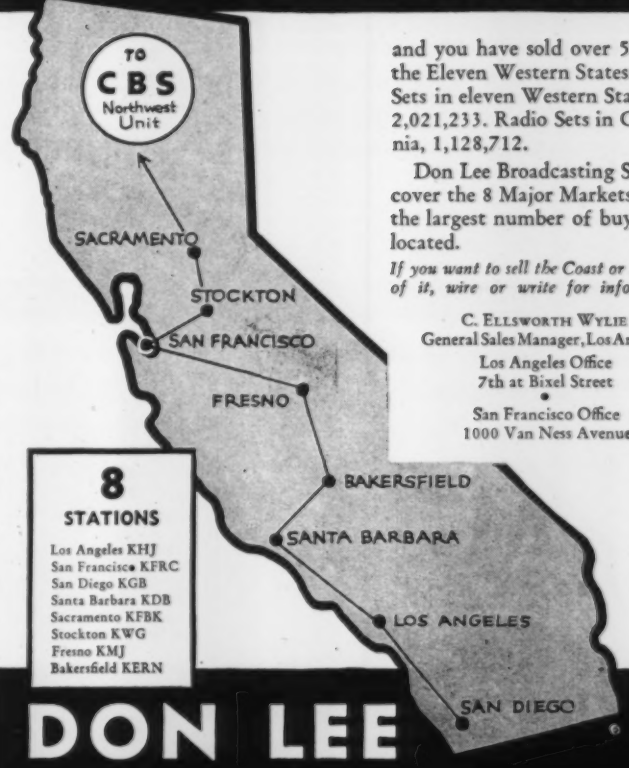
TACOMA, WASHINGTON

Puget Sound Broadcasting Company
INCORPORATED

1000 WATTS 570 KC.

BUY BROAD COVERAGE ECONOMICALLY

SELL CALIFORNIA



and you have sold over 50% of the Eleven Western States. Radio Sets in eleven Western States . . . 2,021,233. Radio Sets in California, 1,128,712.

Don Lee Broadcasting Stations cover the 8 Major Markets where the largest number of buyers are located.

If you want to sell the Coast or any part of it, wire or write for information.

C. ELLSWORTH WYLIE
General Sales Manager, Los Angeles
Los Angeles Office
7th at Bixel Street
San Francisco Office
1000 Van Ness Avenue

8 STATIONS
Los Angeles KHJ
San Francisco KFRC
San Diego KGB
Santa Barbara KDB
Sacramento KFBK
Stockton KWG
Fresno KMJ
Bakersfield KERN

DON LEE BROADCASTING SYSTEM

Now That We've Mentioned It

That is, a power increase to 2500 Watts daytime and 1000 Watts night-time, we've found that 2500 Watts day-time and 1000 Watts night-time is just what we supposed it was—a mighty sweet power set-up for WMT. And the beauty of it is that

Others Are Bearing Us Out In It

Not only in slaps on the back, but in orders and reservations; which is after all the truest and most pleasurable sign of a step forward. Advertisers know that WMT's market for the coming year will be an excellent one — consumers with money, and the desire to spend it, are good news for nearly any advertiser. If you're anxious to do business in a profitable market, at an extremely low cost, then it's wise to investigate

WMT

"The Voice of Iowa"
In
WATERLOO

2500 Watts Day — 1000 Watts Night

600 Kilocycles

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

PARIS MEDICINE Co., St. Louis (Bromo Quinine and Nose Drops), on Sept. 30 started "Bromo Quinine" program with Pat Kennedy, "The Unmasked Tenor," and Art Kassel's orchestra on 37 CBS stations, Sundays, Mondays and Thursdays, 1:45-2 p. m., and "Nose Drops" program on 14 CBS stations, Tuesdays at same hour. Agency: Stack-Goble Advertising Agency, N. Y.

CREAM OF WHEAT Corp., Minneapolis (cereal) on Oct. 7 starts Alexander Woolcott and Robert Armbruster's orchestra on 32 CBS stations, Sundays, 9-9:30 p. m. Agency: J. Walter Thompson, N. Y.

LIBBY, McNEIL & LIBBY, Chicago (food packers), on Oct. 1 starts Boy Scout dramatic series on 10 CBS stations, Mondays, Wednesdays and Fridays, 5-5:15 p. m., with rebroadcast at 6-6:15 p. m. Agency: J. Walter Thompson Co., N. Y.

PINEX Co., Fort Wayne, Ind. (proprietaries) on Oct. 21 starts Little Jack Little on 19 CBS stations, Sundays, Wednesdays and Fridays, 1:30-1:45 p. m. Agency: Russell M. Seeds Co., Indianapolis.

STERLING PRODUCTS, Inc., Wheeling, W. Va. (Phillips Dental Magnesia), on Oct. 1 starts "Skippy" on 22 CBS stations, Mondays thru Fridays, 5:15-5:30 p. m., with rebroadcast at 6:15-6:30 p. m. Agency: Blackett-Sample-Hummert, Inc., N. Y.

GULF REFINING Co., Pittsburgh, on Oct. 7 starts Will Rogers and Col. Stoopnagle & Budd in alternating cycles on 45 CBS stations, Sundays, 9:30-10 p. m., the former originating from KHJ and the latter from WABC, with Oscar Bradley's orchestra Agency: Cecil, Warwick & Cecil, N. Y.

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue coal), on Oct. 1 starts "Peggy's Doctor," dramatic sketch, on 10 NBC-WEAF stations, Mondays, Wednesdays and Fridays, 1:45-2 p. m. Agency: Ruthrauff & Ryan, N. Y.

GENERAL FOODS Corp., New York (Maxwell House coffee), on Oct. 4 renews "Captain Henry's Show Boat" on 53 NBC-WEAF and supplementary stations, Tuesdays, 9-10 p. m. Agency: Benton & Bowles, Inc., N. Y.

TASTYEAST, Inc., Trenton, N. J., on Oct. 7 renews "Tastyeast Players" on 16 NBC-WJZ stations, Sundays, 9:45-10 p. m. Agency: Dorland International, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (soap), on Oct. 2 renews "Palmolive Beauty Box Theatre" on 60 NBC-WEAF and supplementary stations, Tuesdays, 10-11 p. m. Agency: Benton & Bowles, Inc., N. Y.

AMERICAN RADIATOR Co., New York (heating equipment), on Sept. 16 started Queena Mario, opera star, and Graham McNamee on 12 NBC-WEAF stations, Sundays, 7:30-7:45 p. m., EDST. Agency: Blaker Advertising Agency, N. Y.

SPARKS-WITHINGTON Co., Jackson, Mich. (radios and refrigerators), on Oct. 14 starts Jolly Colburn's orchestra and soloists on 16 NBC-WJZ stations, Sundays, 6:15-6:30 p. m. Agency: Erwin, Wasey & Co., Chicago.

ATWATER KENT MFG. Co., Philadelphia (radios), on Sept. 24 started Josef Pasternak's orchestra and noted musical stars, coast-to-coast CBS network, Mondays, 8:30-9 p. m. Agency: Batten, Barton, Durstine & Osborn.

WYETH CHEMICAL Co., New York (Jad Salts), on Oct. 3 returns with "Easy Aces" on 20 CBS stations, Wednesdays, Thursdays and Fridays, 8-8:15 p. m. Agency: Blackett-Sample-Hummert, Inc., N. Y.

R. J. REYNOLDS TOBACCO Co., New York (Camel cigarettes), on Oct. 2 starts "Camel Caravan," with Walter O'Keefe, Annette Hanshaw Ted Husing, and Glen Gray's Casa Loma orchestra, on 88 CBS stations, Tuesdays, 10-10:30 p. m., and Thursdays, 9-9:30 p. m., with repeat both nights for West at 11:30 p. m.-midnight. Agency: Wm. Esty & Co., N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes) on Oct. 1 resumes on 80 CBS stations, Mondays, Wednesdays and Saturdays, 9-9:30 p. m., with Andre Kostelanetz and orchestra and artists. Agency: Newell-Emmett Co., N. Y.

P. LORILLARD Co., New York (Briggs pipe tobacco) on Oct. 6 starts Thornton Fisher on football results on 17 NBC-WEAF stations, Saturdays, 6:45-7 p. m. Agency: Lennen & Mitchell, N. Y.

H. J. HEINZ Co., Pittsburgh (Heinz 57 Varieties) on Oct. 15 starts Josephine Gibson, hostess counsel, in food talks, with organ and violinist, on 40 NBC-WJZ and supplementary stations, Mondays, Wednesdays and Fridays, 10-10:15 a. m., with repeat for west 12:15-12:30 p. m. Agency: Maxon, Inc., Detroit.

BENJAMIN MOORE & Co., New York (paints) on Sept. 12 renewed "Betty Moore, Interior Decorator" on 24 NBC-WEAF stations, Wednesdays, 11:30-11:45 a. m. Agency: None.

ARMOUR & Co., Chicago (meat packers) on Sept. 21 renewed "The Armour Program," with guest soloists and orchestra up to Oct. 5, and Phil Baker and orchestra thereafter, on 39 NBC-WJZ and supplementary stations, Fridays, 9:30-10 a. m. Agency: Lord & Thomas, Chicago.

FORD MOTOR Co., Detroit, on Oct. 7 starts Victor Kolar directing the Ford Symphony Orchestra from CKLW on 85 CBS stations, Sundays, 8-9 p. m. Agency: N. W. Ayer & Son, N. Y.

WM. WRIGLEY, JR., Co., Chicago (chewing gum) on Oct. 4 starts "beauty program" on 7 eastern CBS stations, Thursdays, Fridays and Saturdays, 6:45-6:55 p. m., EST. Agency: None.

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt) on Oct. 1 expands its "Buck Rogers in the 25th Century" series from 12 to 26 CBS stations, Mondays, Tuesdays, Wednesdays and Thursdays, 6-6:15 p. m., with repeat at 7:30-7:45 p. m. Agency: Ruthrauff & Ryan, N. Y.

SHELL PETROLEUM Corp., St. Louis, on Sept. 27 started "Red" Grange, as football reporter, on 14 CBS stations, Sept. 27 and 28, 8-8:15 p. m.; thereafter Thursdays, Fridays and Saturdays, 7:15-7:30 p. m. Agency: J. Walter Thompson Co., Chicago.

MacFADDEN PUBLICATIONS, Inc., New York (*Liberty Magazine*) on Oct. 18 starts "Forum of Liberty," with nationally known speakers, Edwin C. Hill as narrator, Arnold Johnson's orchestra and Ed Nell, Jr., baritone, on 22 CBS stations, Thursdays, 8:30-9 p. m. Agency: Erwin, Wasey & Co., N. Y.

HEALTH PRODUCTS Corp., Newark (Feen-a-Mint and Aspergum), on Sept. 30 started a revised scheduled, with "Music by Gershwin" and George Gershwin presented on 42 CBS stations for Feen-a-Mint Sundays, 6-6:30 p. m., and "Bar-X Days and Nights" for Aspergum on 36 CBS stations, Mondays, 8-8:15 p. m. Agency: Wm. Esty & Co., N. Y.

KSD

A DISTINGUISHED BROADCASTING STATION

IN ST. LOUIS

RIVAL DOG FOOD has renewed its KSD Contract with a 100% increased appropriation!

Rival Dog Food's initial, exclusive KSD broadcasts resulted in 700 dealer outlets established and 96,000 tins sold in ten weeks in Greater St. Louis alone.

RED NETWORK OUTLET NATIONAL BROADCASTING COMPANY

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

Edward Petry & Co., National Advertising Representatives

New York Chicago Detroit San Francisco

RADIO STATION REPRESENTATIVES

WALTER BIDDICK CO.

568 Chamber of Commerce Bldg., Los Angeles
601 Russ Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

STANDARD BRANDS, Inc., New York (Royal Gelatin) on Oct. 3 starts new series featuring Mary Pickford and dramatic stock company, Wednesdays, 8-8:30 p. m. This is continuation of Royal Gelatin's contract of Jan. 3, 1934. Agency: J. Walter Thompson Co., N. Y.

CARLSBAD PRODUCTS C., New York (Carlsbad Sprudel Salts) on Oct. 14 starts "The Land of Beginning Again," with Ruth Everett, Harrison Knox, Rod Arkell and Louis Katzman's orchestra on 21 NBC-WEAF stations, Sundays, 4:30-5 p. m. Agency: H. M. Kiesewetter, Inc., N. Y.

W. F. SCHRAFFT & SONS Corp., Boston (candies, etc.) on Sept 29 started Andrew Jacobson's orchestra and the "Schrafft's Radio Nightingales" on 5 Yankee Network stations, Saturdays, 10-10:30 p. m., 13 weeks. Agency: Doremus & Co., Boston.

RIO GRANDE OIL Co., Los Angeles, on Sept. 28 resumed Mona Lowe and orchestra on 8 Don Lee Network stations, Fridays, 9-9:15 p. m., PST. Same sponsor on Sept. 29 started "Rio Grande Crack Police Band" on same network, Saturdays, 7:30-7:45 p. m., PST. These two programs are in addition to its "Calling All Cars" dramatic series on Don Lee Network, Tuesdays, 8:30-9 p. m., PST. Agency: Hixson-O'Donnell, Los Angeles.

THE BORDEN Co., San Francisco (milk) on Oct. 12 starts "Borden Friday Frolic" on 12 CBS-Don Lee stations, Fridays, 7:30-8 p. m., PST. Agency: McCann-Erickson, Inc., San Francisco.

A. SCHILLING & Co., San Francisco (baking powder and tea), on Sept. 13 renewed "Al Pearce and His Gang" on 8 NBC-KGO stations, Wednesdays, Thursdays and Fridays, 2:45-3 p. m., PST. Agency: M. E. Harlan Advertising Co., San Francisco.

PROSPECTS

A CURRENT report by the George McKittrick & Co. shows the following advertisers to be either using radio or making plans to include radio with other media in campaigns to be released in the near future:

CHARLES BLOOM, Inc., New York (pillow manufacturer); handled thru Albert Frank, Guenther-Law, Inc., New York.

CALIFORNIA SPRAY CHEMICAL Co., Berkeley, Calif. (insecticides, fungicides and herbicides); handled thru Long Advertising Service, San Jose, Calif.

KENDALL REFINING Co., Bradford, Pa.; account handled thru Batten, Barton, Durstine & Osborn, Pittsburgh.

RICHFIELD OIL Corp., of New York, will use radio with other media in a campaign to be handled by Fletcher & Ellis, Inc., New York.

NU DECO Co., New York (Nu Deco wall finish and tints), will use radio with newspapers and magazines in a campaign to be handled by the Wm. H. Rankin Co., New York.

R. E. LAIDLAW Co., Edgartown, Mass. (Martha's Vineyard clam chowder), will use radio with other media in a campaign to be handled by Doremus & Co., Boston.

W. F. SCHRAFFT & SONS Corp., Boston (chocolates and candies), will use radio and newspaper advertising in a New England campaign. Doremus & Co., Boston, handles the account.

OHIO VALLEY DAIRY COUNCIL has appointed the Procter & Collier Co., Cincinnati, to handle its advertising. Radio will be used along with other media.

ABOUT RADIO IN SOUTHERN CALIFORNIA

It's a Fact!

ALL OF THESE PROMINENT SCREEN AND RADIO STARS HEARD OVER KFWB IN THE PAST 30 DAYS . . . . .

A TYPICAL MONTHLY RECORD FAR SURPASSING ANY OTHER INDEPENDENT STATION

PAT O'BRIEN
JOE PENNER
DICK POWELL
JOE E. BROWN
JAMES CAGNEY
LYLE TALBOT
FRANK McHUGH
RUBY KEELER
AL JOLSON
HUGH HERBERT
GUY KIBBEE
ZAZU PITTS

What a break for the advertisers to be on a station that continually presents "BIG NAMES" to entertain the nation's 4th largest market!

2500 WATTS ..enough power to do the job

950 KILOCYCLES ..in the middle of the dial

K F W B

LOS ANGELES

OWNED & OPERATED BY WARNER BROS. MOTION PICTURE STUDIOS

NOTE: Facts, figures, and other information on request

COMPLETE

Engineering Service

AVAILABLE from an organization possessing experience and unusually complete facilities for serving the Broadcast Industry.

Field Intensity Surveys

Station Location Surveys

Certified Coverage Reports

Antenna Resistance Measurement

Audio Fidelity Measurement

Audio Harmonic Content Measurement

Carrier Noise Level Measurement

Design and Construction of Special Equipment

Your Inquiries Solicited

Write

Broadcast Division

RADIO RESEARCH CO., INC.

9th and Kearny Sts. N. E. Washington, D. C.

COMING SOON—

A brand new line of Broadcast Station Maintenance Equipment . . . Modulation Meter . . . Percentage Distortion Meter . . . etc.

WAIT FOR THEM—

Grid Broadcasts Banned By Southern Conference

ALTHOUGH most Northern and Western football conferences are permitting the broadcasting of gridiron games this season, the Southern Conference will retain its rule prohibiting microphones on the field during its games, according to WBT, Charlotte, which planned to broadcast all important conference contests.

C. P. Miles, director of athletics at Virginia Polytechnic Institute, wrote to W. A. Schudt, Jr., general manager of WBT, that "we have found from experience that radio broadcasts of our games has materially hurt the financial returns of our games."

WSYR

is making history in syracuse

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

J. CURTIS WILSON, who has been with the San Francisco office of Greig, Blair and Spight, Inc., radio station representatives, for the past six months, is now in Detroit, Mich., engaged in opening an office there for the organization. Greig, Blair & Spight, Inc., was recently named exclusive Pacific Coast representative of WGN, Chicago.

JACK RUNYON, head of the radio department of the Los Angeles office of Lord & Thomas, went to New York in September in search of talent and radio ideas. He was accompanied by Don Forker, advertising manager for the Union Oil Co. of California and producer of that firm's broadcast activities on the west coast.

FRED MEYER, onetime advertising manager for Platt Music Co., Los Angeles, and recently with the Scholts Agency in the same city, in September joined the Los Angeles office of Erwin, Wasey & Co. He will handle radio along with other media.

HILL BLACKETT, president of Blackett-Sample-Hummert, Inc.; Ralph Sargent, vice president, Sargent & Lundy, electrical engineers, both of Chicago, spent three days in September visiting the studios of WAVE, Louisville. Later they visited some of the famous Blue Grass horse farms and took a hunting trip through Kentucky's hills.

ARTHUR PRYOR, Jr., head of the radio department of Batten, Barton, Durstine & Osborn, and James W. Wright, manager of the Chicago office, have been elected vice presidents of the agency.

KASPER-GORDON STUDIOS, Boston, announce their appointment as New England representatives for the following stations: KSUN, Bisbee, Ariz.; KUMA, Yuma, Ariz.; KVOA, Tucson, Ariz.; KWYO, Sheridan, Wyo.; KRSC, Seattle; KGBU, Ketchikan, Alaska; KPJM, Prescott, Ariz.; KFEQ, St. Joseph, Mo.; WCBD, Waukegan, Ill.; KGNF, North Platte, Nebr.; WLBF, Kansas City, Kans.; KFBI, Abilene, Kans.; KGGF, Coffeyville, Kans.; WBCM, Bay City, Mich.; WKZO, Kalamazoo, Mich.; WGES, Chicago; WHBU, Anderson, Ind.; KBTM, Paragould, Ark.; and KFXM, San Bernardino, Calif.

WALTER BIDDICK Co. has been appointed west coast representative for foreign broadcasting by the Conquest Alliance Co., Inc., New York. The Walter Biddick Co. has also been appointed representative of KPJM, Prescott, Ariz., and KUMA, Yuma, Ariz. Arthur R. Tofte, a graduate of the University of Wisconsin, has joined the production department of the Walter Biddick Co., Los Angeles.

EDWARD P. SHURICK, Minneapolis manager of KSTP, St. Paul, for nearly five years, has resigned to establish his own agency. It will be known as Edward P. Shurick & Staff, with headquarters at 405 Thorpe Bldg., Minneapolis.

EDGAR WAITE, of the New York office of Benton & Bowles, arrived in Hollywood late in September in connection with the new NBC "Log Cabin" program.

GOTTSCHALDT-HUMPHREY, Inc., Atlanta agency, announces its removal to Suite 812 Palmer Bldg., Atlanta.

J. WALTER THOMPSON Co., has consolidated its Los Angeles and Hollywood radio departments in Hollywood, with Calvin Kuhl remaining in immediate charge. Under the former arrangement, radio offices were maintained in both places, but the new arrangement provides office quarters and a small audition and rehearsal studio in Hollywood.

CAMPBELL, KELLOGG & LOHR, Los Angeles agency, has been reorganized and will hereafter be known as the Campbell, Kellogg Co., Los Angeles.

FARAON J. MOSS & ASSOCIATES, Long Beach, Cal., has announced that its beach city office will hereafter be a branch and headquarters will open Oct. 1 in the Insurance Exchange Bldg., Los Angeles. Though engaged in a general business, the agency has largely specialized in radio.

AYER Co., Lowell, Mass. (proprietary remedies), has placed its advertising account with Hanff-Metzger, Inc., New York.

OLDS MOTOR WORKS, Lansing, Mich., has named D. P. Brother & Associates, Detroit, Mich., to handle its advertising.

PONTIAC MOTOR CAR Co., Pontiac, Mich., has appointed MacManus, John & Adams, Inc., Detroit, to handle its advertising.

LUCKY TIGER MANUFACTURING Co., Kansas City (hair tonic and shampoo), is now placing its advertising through Loomis-Clapham-Whelan Co., Kansas City.

A. J. FRANK Co., St. Paul (shaving preparation), has placed its advertising account with Reincke-Ellis-Younggreen & Finn, Inc., Chicago.

BRILLO MANUFACTURING Co., Brooklyn (utensil cleaner and bluing) has appointed Frank Presbrey Co., New York, to handle its radio advertising.

NORTHWESTERN STOVE REPAIR Co., Chicago, has placed its advertising account with McJunkin Advertising Co., Chicago. Radio is being used.

FOOD DISPLAY MACHINE Corp., Chicago (doughnut machines, waffle irons and griddles) has placed its advertising account with Frederick & Mitchell, Chicago.

DAWSON'S BREWERY, Inc., New Bedford, Mass., has placed its advertising with Dowd & Ostreicher, Inc., Boston. Radio, with other media, will be used in a forthcoming campaign.

THE MAYBELLINE Co., Chicago (toilet preparations) has chosen the Cramer-Krasselt Co., Milwaukee agency, to handle its advertising.

COWARD SHOE Co., New York, is placing its advertising direct.

TRANSCRIPTIONS

FIVE more stations have signed contracts for the Daily Program Service offered by World Broadcasting System, bringing the total to 109, according to Percy L. Deutch, WBS president. The stations, all of whom entered into contracts at the recent NAB convention, are WAVE, Louisville; WCAU, Philadelphia; WSFA, Montgomery; KFEL, Denver; and WMBR, Jacksonville, Fla.

MACGREGOR & SOLLIE, transcription producers, San Francisco, have started production on a new musical mystery serial "Paper Moon," written by John Eugene Hasty, to be released nationally over their "transcription chain" of 40 stations the week of Oct. 1. S. A. Sollie is technical director, with cast including Tom Hutchinson, Donald Stuart, Billy Lowe and Tom Coakley's orchestra.

MACGREGOR & SOLLIE, transcription-transcription plant, constructed a portable recording equipment which was used by Joe Perry, Pacific Coast manager for Decca records, during August in Texas and the Southeast. The traveling apparatus was used in a talent scouting expedition for the phonograph discs, with stops made at many radio stations. Nearly 100 auditions were recorded during the trip.

THE PEPSODENT Co., through Lord & Thomas, has purchased rights to the "Adventures of Jimmy Allen" transcription series for placement on Australian and New Zealand stations by arrangement with the Russel C. Comer Advertising Co., Kansas City agency. The feature is now sponsored in the west by Richfield Oil Co. and in the Middle West by Skelly Oil Co., with Richfield also planning to use it in the east.

UNIVERSAL RADIO PRODUCTIONS, Chicago announces the removal of its headquarters to 180 No. Michigan Ave.

KFI Hearing Oct. 22

APPLICATIONS of five stations for assignments on the 640 kc. clear channel regularly assigned to KFI, Los Angeles, have been designated for hearing before the Broadcast Division of the FCC, sitting en banc, Oct. 22. The case is seen as a test of future exclusive use of clear channels for high-power station operation at night. Applicants are WORC, Worcester, Mass.; WAAB, Boston; WFLA-WSUN, Clearwater, Fla.; Eastland Co., Portland, Me., and Irving D. Sisson, Pittsfield, Mass. They range from requests for daytime operation only to full time on the wave with power of 5,000 watts.

JAMES E. FRANCIS has been appointed manager of the Photophone Division of RCA Victor Co., replacing E. O. Heyl, resigned, it was announced by G. K. Throckmorton, executive vice president.

RADIO BULLETIN

Subject:

RADIO TIME IN DETROIT

During the past year, one fact has definitely proved the superiority of one radio station covering the Detroit market. This radio station is CKLW . . . and this statement is made because CKLW is preferred by more local advertisers than any other network station in the vast and rich Detroit area. CKLW consistently broadcasts considerably more local sponsored time, proving that it is the preferred station in Detroit. Follow the example of Detroit advertisers.

CKLW . . . the only Columbia outlet in the Detroit area . . . 5,000 watts . . . 1030 Kc . . . in the middle of the dial. Detroit offices: Union Guardian Bldg., Phone CAdillac 7200.

Delay Is Forecast In Filling Vacancy On Canada Board

New Quebec Station Opens; CKY Going to 15 kw.

By JAMES MONTAGNES

CANADA'S Radio Broadcasting Commission is liable to remain a two man body for some months, according to all reports. Hector Charlesworth, chairman of the Commission, told your correspondent: "The appointment of a commissioner to succeed Thomas Maher is a matter that rests wholly with the Governor-General-in-Council. No appointment has as yet been made, and I assume that none will be made until the return of the Prime Minister from Europe."

Thomas Maher resigned recently on account of ill-health, and after a month's recuperation rejoined the Quebec government in which he is one of the leading provincial forestry experts. Mr. Bennett is attending the League of Nations meeting at Geneva, and when he comes back is likely to have many other items to consider, so that the appointment of a new commissioner will probably be shelved until the end of the year.

Massey Seen Choice

WHILE no official announcements have been made as to a successor for Mr. Maher, who looked after the program end of the national broadcasting system and was vice chairman, a young Toronto advertising executive, bible class leader and radio master of ceremonies, Denton Massey, has been held a likely choice in some quarters. Mr. Massey would bring with him public popularity as well as wide broadcasting experience. Meanwhile Mr. Charlesworth and Lieut. Colonel W. A. Steel will continue to do the work of three commissioners.

* * *

AFTER some difficulty in raising the required $100,000 from the Manitoba provincial government, CKY, Winnipeg, operated by the Manitoba Provincial Telephone System, a government-owned service, has obtained the required sum, and its new 15,000-watt station will be ready to go on the air in December on 960 kc. At present CKY has 5,000 watts. The new station will be located at Headingly, 12 miles west of Winnipeg. The station is one of the basic chain stations of the Canadian Radio Commission, carrying evening programs for which it is paid a monthly sum understood to be $1,000.

* * *

THE NEW Canadian Radio Commission station, CRCK, Quebec, was to take the air on Sept. 28, according to an official announcement. The station was to join the regular Commission network on Sept. 30. It will serve Quebec City and the lower St. Lawrence River area, where radio reception has been none too good. Powered with 1,000 watts, CRCK will operate on 1050 kc. The station has been under construction for some months and is the most modern as regards equipment in the Dominion.

Hard for Free Radio

(Continued from page 20)

bility by offering one thing that no government ever did or can give. It can say: "I offer all reputable and responsible elements among you, proletarian or capitalistic, agricultural or urban, reactionary or conservative or liberal or progressive or radical, governmental or oppositional, contented or discontented, popular or unpopular, full access to expression. I offer you the freedom of your mind. I offer you the retention of your soul.

Publicity Held Needed

"IT IS at those heights that you must walk if you would out-bid government for the occupancy of the ether. You walk there already to a degree which is notable but which unfortunately is neither sufficiently proclaimed by yourselves nor thereupon sufficiently realized by the country."

Mr. Hard reprimanded the broadcasters for not competently convincing the public of the present extent of their impartiality and comprehensiveness. Millions of listeners, he said, still suspect the existence of some "vague, covert, sinister" control of radio programs. "You do not effectively correct that impression by any persuasive narrative and exposition of your record as made," he continued.

Secondly, he said, the record still has gaps. "Important social elements, important educational elements, important economic elements, sometimes individually small but collectively very large, still feel themselves inadequately admitted to the air. Broadcasters sometimes tend to defer their hospitality to such elements till newspaper publicity has given them prominence and power. I venture to suggest a hospitality more positive, an energy more foresighted."

Champion of Freedom

THE BROADCASTING industry of the United States will be invulnerably immune to political attack, Mr. Hard said, "precisely on the day when our citizens overwhelmingly, and without any mental reservations whatever, shall say to themselves:

"'Do we want to know what is stirring? Do we want to know what is coming? Do we want to know all of it? We will listen to our publicly uncensored and privately uncensored adventurous exploratory American air.'

"This they will say in those circumstances if the spirit and the material makings of liberty still subsist among them."

Concluding, Mr. Hard said that private radio, if it wishes to retain the individual personal liberty of free speech, "must join in the general battle for retaining in the necessary degree the individual personal liberty of free property. Private radio, in whatever test tube it may be analyzed, whether of idealism or of commerce, emerges a necessary champion of liberty in total."

Longer Newscasts

A TEN-MINUTE news broadcast supplied by the Canadian Press will go on the air every evening at 11:45, EST, after Sept. 30, the Canadian Radio Commission has announced. Formerly this broadcast was of five-minutes duration with another at 6:30 p. m. The earlier newscast has been cancelled, and more items will be available for the later broadcast, instead of the repeats which have frequently been made on the two newscasts. This broadcast is in addition to broadcasts by individual newspapers. No other news broadcasts are allowed by the Commission regulations.

THE WILL of the late Russ Columbo, filed in Los Angeles late in September, gave the value of his estate as "less than $5,000" to be divided among his brothers and sisters, father and mother. It is understood that a life insurance policy to the amount of $49,000 has already been paid his mother.

WMCA
NEW YORK

"Without using any other form of advertising (than WMCA) in the metropolitan area, we have secured complete distribution, and what is more important, repeat orders are coming in consistent volume."

(Name on request)

FEDERAL BROADCASTING CORPORATION

WHY GUESS ABOUT THE AUDIENCE

To obtain maximum advertising results from radio broadcasting expenditures it is essential to know the audience—the actual number of radio homes listening to programs and stations.

With such information, furnished by us, one advertiser made changes which more than doubled the audience of his program. In another case our figures showed a station it had lost more than 25% of its morning listeners. Proper changes remedied this condition.

Why be in doubt when, for a small cost, you may have the facts? Why guess about the audience when

THE SOBY YARDSTICK OF AUDIENCE VALUE

will provide accurate, impartial and comparable data about the size and location of the audience of radio programs and stations.

Repeat orders from nationally known advertisers and stations attest the worth and reliability of the radio audience figures we furnished them.

BENJAMIN SOBY & ASSOCIATES
1023 Wallace Avenue
Wilkinsburg, Penna.

INDIANA'S ONLY NBC OUTLET

D. E. "Plug" Kendrick, *General Manager*
L. L. "Jake" Jaquier, *Commercial Manager*

INDIANAPOLIS, INDIANA

KTOK
COMPLETE N. B. C. SERVICE
25,000 WATTS
TULSA, OKLA.
The Most Powerful Station between St. Louis, Dallas and Denver

STUDIO NOTES

THROUGHOUT the pre-election difficulties between Senator Huey Long and Mayor Walmsley, of New Orleans, WDSU, of that city, acted as the city's first source of news. While Long, as special counsel for the state legislative committee investigating the city's affairs, barred newspaper reporters and photographers from the hearing room, WDSU carried the hearings fully. The same newspapers that enjoined WDSU last year for alleged "news pirating," the station reports, became dependent upon the same station for their news of the hearing.

WFLA, Tampa, Fla., has purchased a TMV field intensity meter from RCA Victor Co., to be used in a study of its directional antenna. The station has also installed a mercury vapor rectifier at the Bayview plant, replacing the high vacuum tubes ordinarily found in the 5 kw. Western Electric 105-C transmitters. RCA parts, for the most part, are used.

CELEBRATING on Oct. 15 the completion of five years of service to the listeners of the "Coastal Empire" in Georgia and the South Carolina "low country," WTOC, Savannah, makes a double birthday celebration by formally dedicating its new 1000 watt transmitter and its quarter-wave steel mast which, acting as a radiator, reaches a height of 198 feet. A handsome new penthouse style studio was built for the new broadcaster atop the Hotel De Soto.

THIRTY-EIGHT CBS programs are now originating in the studios of WCAU, Philadelphia, according to Stan Lee Broza, program director of WCAU. Twenty are carried over the national network and 18 are on the Dixie hookup. WCAU has also added two hours to its daily broadcast schedule.

FIRST LADY—Sponsored by the Simmons Co., New York, Mrs. Franklin D. Roosevelt has been commenting on the news in Tuesday night programs on the NBC-WEAF network. She devotes her sponsor proceeds entirely to charity.

AN EXHAUSTIVE survey of listening habits in Indianapolis, made by Price-Lundeen for WKBF, has been published in brochure form. Twenty-three questions were asked in personal interviews throughout the city, and the answers are tabulated in the brochure. Some of questions: "Do you get all local stations clearly?" "Which is your favorite local station?" and "Do you like programs sponsored by companies?"

ARRANGEMENTS are being made with the Artists' Recording Studios, Carnegie Hall, New York, for the installation of equipment to permit the making of high quality phonograph records in the WFAS studios, White Plains, N. Y. This will be for the convenience of artists who desire to hear themselves as they sound on the air, as well as for sponsors who wish a permanent record of their program.

SECOND-RUN theatres in Rockford, Ill., are cooperating in sponsoring a 10-minute program three times weekly over WROK. Program is promoted by theatres in lobby displays and in trailers.

TALKS on home lighting feature of the new "Morning Melodies" series on WCKY, Cincinnati, sponsored by the Union Gas & Electric Co., Cincinnati. The name of the sponsor is not mentioned, and the talks aim to give listeners the fundamental principles of the new "science of seeing."

THE ENGINEER, as well as the announcer, is named in "Shoppers' Special," a cooperatively sponsored retail trade program over WDRC, Hartford, Conn.

THE STUDIOS of WDAS, Philadelphia, were moved from the Broadwood Hotel to Radio Center, 22nd and Walnut Streets, on Sept. 6. The new plant includes visual broadcasting facilities and an auditorium which will seat 600.

TO GET Ed Wynn's Texaco program off to a good start over WAVE Oct. 2, O. B. Carpenter, WAVE character actor, will appear on Louisville streets made up as Wynn appears for his broadcasts, and will advertise the program with Ed Wynn mannerisms, talks, etc. Carpenter is one of the best mimics in Louisville. On the rural "Down on the Farm" program he acts the part of seven different characters.

Stock Ownership Order Amended by FCC Action; Filing List is Reduced

FURTHER AMENDMENT of the stock ownership order by the FCC (Order No. 2 as amended), whereby broadcast station licensees are exempted from naming individual stockholders if they have 1,000 or more, was voted by the Broadcast Division at its meeting Sept. 11. Under the amended order, in such cases, the corporations would be required to file only such stockholders owning 1 per cent or more of the stock. This, it was pointed out, will obviate the necessity of large corporations, whose stock is held by the public and which operate subsidiaries holding radio licenses, from listing every individual stockholder. The amendment follows in full text:

It is ordered that Order No. 2, as amended, promulgated by the Commission Aug. 28, 1934, be amended by inserting after the word "each" of paragraph 1.a, of said order as amended, the following: "Provided, however, that if said licensee corporation has of record on said date one thousand stockholders or more, such corporation shall be required to file with the Commission a list only of such stockholders owning one per centum or more of stock in said corporation," so as to make said Sec. 1.a, read as follows:

1.a. "A list of the stockholders of record, together with the address and the amount of stock held by each; provided, however, that if said licensee corporation has of record on said date one thousand stockholders or more, such corporation shall be required to file with the Commission a list only of such stockholders owning one per centum or more of stock in said corporation."

It is further ordered:

That the next to the last paragraph of said Order No. 2, as amended, be amended by inserting following the parenthesis and before the word "or" in line four as appears on the minutes of the Commission the words "as required by Section 1.a. hereof as amended."

KNX Considers Asking For Super-Power Right

PLANS to file an application for special experimental authority to increase its power from 50,000 watts to either 300,000 or 500,000 watts are under consideration by KNX, Los Angeles. While no formal request has yet been filed, the matter has been discussed with FCC engineers by Guy C. Earle, president, and Naylor Rogers, vice president and general manager of the Western Broadcast Co., operating the station.

The only station in the country now using in excess of 50,000 watts is WLW, Cincinnati, which has special experimental authority to operate with 500,000 watts—equal to the highest power used by any station in the world. With this order of power, and with a directional antenna, the operators of KNX have concluded, it would be possible for the station to cover a major portion of the Pacific coast.

GRACE GIBSON, secretary of the transcription department of 2GB, Sydney, Australia, who arrived in Los Angeles early in September, flew to Chicago and New York later in the month. She will return to Los Angeles early in October and will sail back to New South Wales on Oct. 17.

WSPD

TOLEDO'S *Only Radio Outlet*

Effectively Serves a Trade

Area of Over a Million Population

Basic Station of the Columbia Broadcasting System

The consistency with which advertisers have used WSPD is ample proof that this station can help you, too, to sell your product in the Northwestern Ohio — Southern Michigan territory

Representatives:
J. H. McGILLVRA
1703-485 Madison Ave.
JOHN KETTLEWELL
360 N. Michigan Ave.
Chicago, Ill.

WSPD
Studios—The Commodore
Perry Hotel, Toledo, Ohio

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD
RADIO ADVERTISING CO.
HOLLYWOOD, CALIF.

Stations and Educators Urged to Work Together

By Fred Willis, of CBS

A FORCEFUL plea for cooperation between broadcasters and educators if maximum results are to be procured from radio as an educational medium supplementing classroom instruction was voiced by Fred Willis, educational director of CBS, in an address Sept. 18 before the NAB convention in Cincinnati.

Experience in educational broadcasting, he said, has brought about a change in attitude, and there is a general agreement that radio should supplement and not compete with the classroom. Declaring it is "absurd" for broadcasters to devise their own instructional programs, he said they must draw upon academic resources. In turn, he asserted, educators should get from the broadcasters the indispensable element of showmanship, because otherwise it would be "wasteful of the ether."

Answering critics of educational radio on commercial stations, Mr. Willis said the response to the cries of "octopus" is the radio record, showing that 70 per cent of all programs on the networks are noncommercial. Moreover, he said, there is some little "mythology in this octopus," since all of the educational foundations, like the Rockefeller, Carnegie, Bok, and others were founded by "commercialism," derived from oil, steel, publishing, and similar commercial fields.

Griffith, of WOI, Elected Head of College Stations

W. L. GRIFFITH, director of WOI, Iowa State College station, was elected president of the Association of College and University Broadcasting Stations at its annual meeting in Kansas City, Sept. 10-11. After discussing many phases of educational broadcasting, including plans to be represented at the Oct. 1 educators' hearing before the FCC, the association elected its officers, including Harold G. Ingham, director of KFKU, University of Kansas, vice president; Dr. B. B. Brackett, director of KUSD, University of South Dakota, treasurer; and T. M. Beaird, director of WNAD, University of Oklahoma, executive secretary. Mr. Griffith goes up from the vice presidency and succeeds Joseph F. Wright, director of WILL, University of Illinois. Messrs. Brackett and Beaird were reelected.

Frederick H. Lumley

NO WORD of the fate of Frederick H. Lumley, in charge of the radio division of the bureau of educational research at Ohio State University for the last three years, has been received since Aug. 13, when he left Goathaunt Camp, Glacier National Park, and disappeared. Searching parties, hindered by bad weather, have given up hopes of finding him and it is believed he met his death by accident. He was a trained psychologist whose researches into the radio field were highly regarded and who conducted the annual Ohio Institute for Education by radio.

Urges Regional Code Units

(*Continued from page* 17)

practices are unfair, and that the Code Authority of the broadcasting industry is hereby requested to pass such amendments to the existing code of fair competition as will be required to make unfair the giving of special discounts on radio broadcasting facilities sold in combination with newspaper or other publication space, billboards or other advertising mediums.

Raps NRA Ruling

WILLIAM B. WAY, KVOO, Tulsa, expressed concern over the NRA ruling, as stipulated in the code, placing half-time clear channel stations in the same category as full-time outlets insofar as wages and labor provisions are concerned. He declared it places such stations, of which his is one, "in a very serious predicament," because these stations are seriously handicapped in their earning capacity and also because living scales in New York and in Tulsa are widely divergent. He said he was not "worried" at present, but did not want this decision to be used as a basis for "wrecking" the part-time station in the future.

Mr. Baldwin explained this was a subject of controversy in the negotiation of the code, but that because the former Radio Commission classified part-time clear channel stations along with full-time stations the action had to be taken as consistent with that classification.

Stephen A. Cisler, WSGN, Birmingham, Ala., asked that something be done about the methods employed by the International Brotherhood of Electrical Workers in allegedly coercing technicians into contracts, and thereby forcing unreasonable wage scales upon stations under threat of economic boycott. He explained he was forced to release three men due to the increased pay enforced, and that his efforts to procure redress from the Regional Labor Board proved futile. The pay was forced to $30 for a 40 hour week, whereas the code specifies $20 for a 48 hour week on local stations.

Suggests Appeal

RESPONDING, Mr. Baldwin suggested the matter be referred to Marian H. Hedges, labor member of the Code Authority, who would give it "sympathetic attention." "If there is no action," he explained, "an appeal could be taken to the National Labor Board."

A furore was precipitated when Mr. Hubbard offered a resolution that the meeting consider it unfair competition for any newspaper-owned station to publish in its newspaper any material concerning its station or programs "unless similar material is published concerning other radio stations in the same localitiy, or unless such material is paid advertising." Chairman Shepard, however, ruled the motion out as one over which the Code Authority has no jurisdiction.

After the question of injecting spot announcement between network programs had been raised by Mr. Way, Mr. Baldwin held this was an unfair practice if it created falsely the impression that the program was sponsored by the spot announcement purchaser. A station, however, he declared, can make as many spot announcements as it likes provided the impression is not given that the program was paid for by the purchaser of the spot.

Rate Issue Raised

GENERAL discussion was provoked on the issue of national or general rates versus local or retail rates. Raised by Don S. Elias, WWNC, Asheville, N. C., who asked for an interpretation of the two, Mr. Baldwin declared that there is no hard and fast rule and that every broadcaster can fix his own rates but must publish them and must make his own definitions. He expressed the view that ultimately the industry would come to a single rate standard and eliminate this troublesome problem.

A dozen broadcasters participated in the discussion as to what constituted the national and the local rate and the merits of each. Mr. Baldwin described it as the weakest link in the industry. The upshot was the adoption of a motion by Mr. Way that, in view of the resolution adopted for appointment of local and regional enforcement committees, the Code Authority take cognizance of the recommendations made by such committees in the handling of rate situations in these areas.

The block sale of time was questioned by Clarence W. Hayes, WHBC, Canton, O., and after protracted debate both pro and con, resulted in the adoption of a resolution offered by Mr. Church as follows:

Block Time Sales

THAT it be the sense of this meeting that the Code Authority should amend the present code of fair trade practices by requiring that no station shall sell blocks of time to any individual or organization for resale, except that such resold facilities shall be units listed on the station rate cards and sold on the basis of such rate card."

The discussion then invaded payments of agency commissions but became so involved that a motion by Arthur C. Pritchard, WWL, New Orleans, to table the proposed resolution was adopted.

FTC Bayer Order

THE BAYER Co., Inc., New York (Bayer's aspirin) has been served and has accepted an order by the Federal Trade Commission to cease and desist from unfair competitive practices in the sale of its product. The company is directed to cease stating in its radio and other advertising that "aspirin" is a trademark of the Bayer Co. The Commission, however, stated that its order "is not to be construed as preventing the Bayer Co. from making proper therapeutic claims or recommendations based on reputable medical opinion or recognized medical or pharmaceutical literature."

W. P. CUMMINS has been appointed supervisor of rates and occupations at the radio division of the Westinghouse Co., Chicopee Falls, Mass. His department will have control over all time studies in connection with manufacturing.

4

OUT OF

5

HAVE IT!

Four Out of Macon's Five DEPARTMENT STORES

Use

WMAZ

CONSISTENTLY

DEPARTMENT STORES *are* TUFF BABIES To Sell *and* KEEP SOLD Unless You Deliver NUFF SED

WMAZ

WILL DELIVER FOR YOU

WMAZ

MACON in the Heart of GEORGIA

Dill Condemns Press-Radio Program

(*Continued from page 15*)

language used is uninteresting and tiresome.

Fifth, no station is allowed to have the news it broadcasts sponsored by a commercial advertiser.

Sixth, the press associations give the news to the stations. They say it is a "public service." That makes the stations charity institutions as it were, so far as news by radio is concerned. Since the news costs them nothing, the radio stations can't complain. They must take what they get and be thankful.

Seventh, and worst of all, radio stations are bound not to use news from any other source except the 1,000 words from the press association. This compelled the Richfield Reporter on the Pacific coast recently to abandon the up-to-the-minute news reports which have made that service so popular.

As operated today, this Press-Radio agreement simply results in the press associations censoring all national and world news by radio. From the standpoint of radio it is tyrannical and indefensible. Every radio station that complies with it, makes radio subservient to the press in the collection and dissemination of news. It can not continue because radio stations will not submit to it.

Chloroforming Listeners

THERE HAVE been so many complaints that the press associations themselves have changed the agreement. The press associations have lately been giving brief flashes of world news too important to be held up until newspapers have printed them. Such events as the killing of Dillinger and the SOS call from the *Morro Castle* last Saturday morning are examples of this change. But even with this change, the radio stations bound by this agreement must await the pleasure of the press associations as to what flashes they may broadcast and when.

The most objectionable thing about the Press-Radio agreement is the effect it is having on radio listeners. Intentionally or unintentionally the press associations are chloroforming radio listeners into believing that news by radio is a poor substitute for news by newspapers. To that extent, they are destroying the listening public of radio.

They are teaching radio listeners that they must look first to newspapers for news. If they can't get the newspapers until they are old, then they may get a stale, sketchy, uninteresting statement of a few items of news by radio. In actual operation this plan causes radio stations to destroy their own listeners' love for one of their most popular and informative features, namely, live, hot, up-to-the-minute reports of news events of the nation and the world as they happen from hour to hour by day and night.

This Press-Radio agreement had one virtue. By surrendering their birth-right of broadcasting news before it was printed and limiting the broadcasts to two 5-minute periods each 24 hours, the radio chains proved their willingness to do everything to avoid a fight. Now that this plan has proved a failure, the press associations should be willing to sell uncensored news to radio stations, let them broadcast that news with sponsors or without sponsors, whenever the stations desire. Newspapers and radio stations should cooperate fully and freely and radio stations be just as free to broadcast any and all news as newspapers are to print any and all news.

Each Has its Field

WHILE there may seem to be some competition between the press and the radio in giving news to the public, the fact is they supplement one another far more than they compete with one another. News by radio must be brief to be interesting. News by newspapers must be more detailed to satisfy readers. News by radio lasts but for the moment. News by newspapers is in permanent form.

News by radio includes descriptions of events while they are happening such as sports, races and celebrations, and radio also may give the actual event itself, such as a speech, a musical program or a convention. Such news is exclusively for radio. News by newspapers contains description of things about these events impossible for radio to cover at the moment, and also interpretations by leaders and experts.

The fact is the newspapers should use the radio transmitter as a news advertising medium. Not all newspaper publishers have overlooked this, because newspapers own 68 radio stations and an even larger number have mutually beneficial arrangements with privately owned radio stations.

Here is a medium by which the newspaper can cry its headlines and brief news statements to literally hundreds of thousands and millions all at once. It seems unbelievable they don't use it or that they should try to throttle and handicap it to the point where they force radio stations to set up a competitive service, which a few years hence may easily become so powerful that it will prove a Frankenstein to them by printing radio newspapers simultaneously all over the world.

There can be only one explanation: The business manager has supplanted the news manager in dealing with news by radio. In other words, they are thinking in terms of advertising. They think if radio becomes more popular, radio advertising will increase and newspaper advertising will be more difficult to secure.

Statistics show that fear is more imaginary than real. Radio advertising has never exceeded one-seventh of the amount spent for newspaper advertising nor one-ninth of the combined total for newspapers, weeklies, and magazines. There can not be much increase in this proportionate expenditure, for radio advertising, because the number of radio stations is limited, can not more than keep up with natural increase in newspaper and magazine advertising.

But even if the fears of newspaper publishers were justified, and even if increased popularity of radio would decrease newspaper readers, there is a bigger consideration than the financial one. The public interest demands that radio stations give news to their listeners in order that the people may know the truth and whole truth regarding public controversies.

When the forefathers wrote the Constitution, they inserted freedom of speech and freedom of press as two of the chief pillars of the temple of liberty. They knew that no majority, however strong, should ever be allowed to override these rights, and that any minority, however weak, must always be able to exercise them.

Partisan News Reporting

WHAT HAS happened? By taking advantage of inventions for rapid communication and rapid printing and speedy transportation in the newspaper business, newspaper publishers are giving the American people millions of copies of daily newspapers every day.

Exercising this right of freedom of the press, the owners of many of these newspapers omit some news, exaggerate other news and minimize or distort still other news. In short, many of our largest newspapers have become the personal or partisan organ of the corporation or individual who owns them.

If readers complain, their answer is that this is a free country and you can start a newspaper of your own. But that isn't as simple as it sounds. It takes enormous sums of money to start a daily newspaper and build it into a paying proposition. The result is that year by year, big newspapers are being bought by their competitors and we have larger and fewer daily newspapers in our great cities each year with a more monopolistic control of sources of news.

The abuse of this right of free press by great newspapers, as I have described it, has destroyed the confidence of the masses of the people in the press in many parts of the country. They doubt that they are getting the full truth about controversial matters. They deplore their inability to get both sides, and in many communities the support of certain newspapers for any cause, often does that cause more harm than good.

During this development of the free press into such a vast power in the creation and influencing of public opinion, the power of free speech has dwindled greatly in comparison. The human voice can be heard only a short distance. Without newspaper publicity it has often been impossible to assemble crowds to listen to a speaker. The newspaper reaches millions and they are often dependent on one set of newspapers for their information.

Freedom of Air

NOW WE have radio. It can combat the abuse of the power of the press as no other agency ever developed, if we establish complete freedom of speech on the radio. We must make freedom of speech

Philco Air Conclave

DEALERS in Philco radios, numbering 15,000 throughout the country, will foregather for a "radio meeting" Tuesday, Oct. 2, 2:45-3 p. m., EST, via a nation-wide CBS network. The program is part of an intensive Philco merchandising campaign under way, in which the Philco Radio & Television Co., Philadelphia, is not only continuing to use Booke Carter on the CBS network but also is placing a new series of transcriptions on selected stations produced by World Broadcasting System and titled "Armchair Traveler" to connote all-wave reception. The Hutchens Advertising Co., Rochester, N. Y., handles the Philco account.

Handling News by Radio Abroad

(Results of Survey by U. S. Senator C. C. Dill)

	News	Source	Govt. Control	Periods	Remarks
France	yes	press	yes	2 15 min.	
Poland	yes	press	yes	3 5 min.	News 2 hours old.
Denmark	yes	press	yes	4 10-25 min.	
Finland	yes	press	yes	5 10-15 min.	Two languages. 14% of all hours used for news.
Italy	yes	press	yes	1 daily	Four languages, govt. propaganda.
Egypt	yes	Reuters	yes	1 daily	Only one station in Egypt.
Canada	yes	press	yes	2 5 min.	
England	yes	press	yes	1 25 min. & 2 15 min.	
Switzerland	yes	govt. agency	yes	2 20 min.	
Norway	yes	press	yes	2 10 min. & 1 15 min.	
Germany	yes	press	yes	7 5-20 min.	Govt. propaganda.
Sweden	yes	press	yes	2 7 min.	
China	yes	govt. agency	yes	irregular	
Ireland	yes	press	yes	2 15 min.	Mostly local news.
Spain	yes	radio reporters		1 hr. 8 a. m. 5 10 min.	Compete with newspapers.
Japan	yes	press & radio reporters		5 5-30 min.	Stations pay news agencies more than newspapers do.
Cuba	yes	newspapers account, no regulations			Compete with papers; one station rents eight hours for news.
Mexico	yes	press		4 15 min.	Do not compete; news sponsored by press.
Austria	yes	press	yes	5 5-10 min.	
Russia	yes	press	yes	2 30-60 min.	
Belgium	yes	press	yes	3 15 min.	

by radio as sacred as freedom of speech on the platform has so long been.

We have the only system of radio by which we can compel freedom of speech by radio. Under government-owned radio systems, there is no freedom of speech. There is no freedom of speech by radio in Germany or Italy or Russia. In those countries, speech by radio is simply propaganda by those in power to retain control of the government. Even in democratic England, in free France and in liberty-loving Denmark, there is no freedom of speech by radio for the discussion of public questions.

Under our system Congress makes the law for regulating radio stations and Congress will compel freedom of speech by radio whenever public opinion demands it. I think the law already implies that. Freedom of speech on the radio is in the public interest, it serves the public convenience, and it is a public necessity. If radio listeners are to be able to think and act intelligently as freemen and women in the formation of that public opinion which in the end becomes the law of this land, they must have the facts that only freedom of speech by radio will give them.

Field for Independent

NEWS by radio is the very essence of freedom of speech by radio. No radio station would dare omit important news items or exaggerate or distort facts. That would be against the public interest and would endanger the renewal of its license. Radio stations today which broadcast only the one-sided reports of individual newspapers are likely to find themselves in that kind of trouble when their licenses come up for renewal. That is one of the strongest reasons why radio stations should have their own independent radio news service.

Another great public benefit which a radio news service giving both sides of all public controversies would render would be that it would compel those newspapers now guilty of omitting, exaggerating or distorting the news to cease such practices, or stand convicted of duplicity before the world. By means of short waves and chain system broadcasts, an independent radio news service could reach the whole country. This would make radio an invaluable force in the creation and formation of an intelligent public opinion. It would compel the press to serve its highest purpose of telling "the whole truth and nothing but the truth," because the truth will keep us free.

Radio stations are handicapped because they are not organized to secure news by radio. The Associated Press has 1,200 members. But the Associated Press, the United Press, the International News Service, and the Universal Service, with their 2,000 newspapers are all solidly united when they deal with radio stations regarding news by radio. It is the old, old story: "In union there is strength." If radio stations are to be able to assert their rights to give news by radio, they must have an organization for that purpose.

Let me now outline what an associated radio news organization of 100 or more stations could do.

First, it could either induce press associations and newspapers to sell news flashes and brief news reports for use by radio stations, or failing in that, it could finance the beginning of a great radio news service. At a cost of $25 per week for small stations and $50 to $75 per week for large stations, it could set up its own news bureau in large cities, use its own station members as correspondents in smaller communities, and buy a foreign news service for use until it became powerful enough to create its own world-radio news service.

Second, an associated radio news organization of 100 or more stations could secure recognition for its correspondents on an equal basis with press associations, because its listening public would be greater than any press association on earth.

Third, such an organization could send its news to member stations by short waves to be received on automatic short wave silent printers in station offices, at rates low enough for sending 3,000 to 4,000 words per day. This short wave printer is not a dream of the future. It is a reality now. I have seen it in operation. It is being tested for distance of reception now and will be on the market for commercial use before an associated radio news organization of 100 stations or more can be formed and in readiness to use it.

Fourth, such an organization could secure licenses for its members to use the necessary short waves to pick up sport events or celebrations where wire service is not available. The Associated Press and United Press often secure short waves for such purposes, but individual stations in small communities find it almost impossible. Such an organization could work out schedules for the use of short waves by member stations with approval of the radio engineers of the Communications Commission.

Could Print Paper

FIFTH, if the newspapers should start a fight on radio because of news by radio and refuse to print station programs, as they have repeatedly threatened to do, such an organization could easily print its own national weekly publication such as the *Radio Times* of the British Broadcasting Corp. It could then copyright radio programs and no newspaper would dare print them except by permission and then in the form the organization might direct. When it is possible to transmit newspapers by facsimile, it will be able to compel newspapers to treat fairly or face a new kind of competition in their own field.

Sixth, such an organization could keep in direct touch with the impending developments in short wave facsimile transmission that will certainly revolutionize the art of communication. This development again is not a dream of the distant future. It is already a reality that is just ahead, probably not more than a year or two at most. Radio broadcasters should have such an associated radio news organization to take advantage of these developments as fast as they are made, in order to fulfill the true destiny of radio in presenting news first to all the world.

Such an organization is not only possible now, but it is highly desirable in the interest of radio. I believe the broadcasters of this association should start it before they leave Cincinnati.

I have talked to many leading radio men of this country. I have read the replies of 364 of the active station managers to my letter and questionnaire. Practically all of them believe that listeners want news by radio, and 281 of 364 replies favor the formation of an associated radio news organization.

80% Back Proposal

IN OTHER words, 80 per cent say they favor such an organization. Of course, nobody knows the attitude of the other 200 stations which did not reply, but having had considerable experience with election returns, I have generally found that when 60 per cent of the vote was in, if that 60 per cent was from all parts of the state or nation, the final totals generally resulted only in added majorities for those who were ahead.

Several of the newspaper-owned stations favored such an organization unless the press associations release more up-to-the-minute news. Many stations favored on condition the cost is not too heavy.

The 280 stations favoring the formation of an associated radio news service consisted of one 15 watt station, two of 50 watts, ninety-eight of 100 watts, twenty-one of 250 watts, sixty-three of 500 watts, fifty-five of 1,000 watts, three of 2,500 watts, thirteen of 5,000 watts, five of 10,000 watts,

(*Continued on page 51*)

Not a Beauty Shop!

ENTRANCE to WAVE studios is at the end of corridor of the Brown Hotel, Louisville. Over the door is painted "WAVE Studio." The other afternoon a middle-aged woman walked up to Sara Ramsey, WAVE hostess, and in a businesslike manner said, "I'd like to make an immediate appointment for a finger wave, please." Recently a Louisville visitor, after having partaken of Kentucky's most famous beverage the night before, walked into WAVE studios the next morning dressed in a bathrobe and rather gruffly asked, "Where are the barber chairs?"

WBNX

MARKS THE SPOT

BROADCASTING CENTER

A convention of 40% of the metropolitan residents is held each night with WBNX

May We Submit Information Concerning This Rich Market

WBNX • New York City

MICHIGAN RADIO NETWORK

Michigan's LEADER IN

- RESULTS
- COVERAGE
- LOW COST
- SERVICE

No other radio value in Michigan can compare with this! 8 stations with a primary coverage of approximately 85% of a territory with a population of more than 4,000,000! Only $125 per quarter-hour, each evening . . . only $110 per quarter-hour, daytime!

8 STATIONS LOCATED IN MICHIGAN'S 8 LARGEST CITIES

WBCM	Bay City
WFDF	Flint
WJIM	Lansing
WELL	Battle Creek
WKZO	Kalamazoo
WOOD-WASH	Grand Rapids

KEY STATION
WXYZ Detroit

Merchandising service to help you. Write for details.

KUNSKY-TRENDLE
BROADCASTING CORPORATION
(*Owners and Operators of Station WXYZ*)
DETROIT, MICH.
300 Madison Theatre Bldg.

Chicago • Wm. G. Rambeau, Manager • 360 N. Michigan Ave.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

SEPT. 11 TO SEPT. 25, INCLUSIVE

Decisions . . .

SEPTEMBER 11

WJEJ, Hagerstown, Md.—Granted special temporary authority to operate from LS to 11 p. m., EST, on Tuesdays, Thursdays, Saturdays and Sundays, with power of 50 w., for period ending Oct. 12.

KSLM, Salem, Oreg.—Granted modification of CP to make changes in equipment.

WIBW, Topeka, Kans.—Granted CP to make changes in equipment and increase day power from 1 kw. to 2½ kw. (normally licensed 580 kc., 1 kw., share with KSAC).

WSEN, Columbus, O.—Granted consent to voluntary assignment of license to WCOL, Inc.

WBBZ, Ponca City, Okla.—Granted CP to move transmitter locally in Ponca City, Okla.

WSBT, South Bend, Ind.—Granted extension of special temporary authority to operate the specified hours for period beginning Sept. 11, and ending in no event later than 30 days thereafter.

WGES, Chicago.—Granted extension of special experimental authority to operate the specified hours, beginning Sept. 11, and ending in no event later than 30 days thereafter.

WKBF, Indianapolis.—Granted extension of special temporary authority to operate from 7 to 8 p. m., CST, on Mondays and Fridays for period ending in no event later than 3 a. m., EST, Nov. 1, provided WBAA operates on frequency of 890 kc.

Set for hearing: KMLB, Monroe, La.—CP to make changes in equipment; move station locally to location to be determined subject to Commission approval; change frequency from 1200 to 630 kc., and increase power from 100 to 250 watts employing directional antenna system.

Actions taken Sept. 6:

WJR, Detroit.—Granted license covering CP; 750 kc., 1 kw., unlimited time.

KGGM, Albuquerque, N. Mex.—Granted CP to move station locally in Albuquerque.

WBAA, W. Lafayette, Ind.—Granted extension of special temporary authority to operate on 890 kc., 500 w. night, 1 kw., day, specified hours for period Sept. 1, and pending withdrawal of protest filed by WILL and/or until decision of Commission upon application for modification of license, but no later than Nov. 1.

KMED, Medford, Ore.—Granted 30-day extension of program test period, pending action on license application.

KGW, Portland, Ore.—Granted until Oct. 18, within which to file exceptions to Examiner's Report No. 1-2, involving application of KTAR, Phoenix, Ariz., to increase night time power from 500 to 1000 w.

WCAO, Baltimore.—Granted continuance of hearing set for Sept. 12, to hear protest against granting of application of WICC, Bridgeport, Conn., to increase power from 500 to 1000 w., to provide time for engineer to make investigation and measurements.

SEPTEMBER 25

WDAG, Amarillo, Tex.—Granted modification of CP to make changes in equipment and extend commencement date 30 days and completion date 90 days after this date.

KGAR, Tucson, Ariz.—Granted license to cover CP; 1370 kc., 100 w. 250 w. unlimited.

WMAZ, Macon, Ga.—Granted modification of CP approving transmitter site at Log Cabin Ave., Macon; change in proposed equipment and extending commencement date 30 days and completion date to six months after this date.

WORC, Worcester, Mass.—Granted license to cover special experiment authorization. Station licensed on 1200 kc., 100 w., unlimited time; station has special experiment authority to operate on 1280 kc., 500 w. unlimited time and changed equipment.

KMBC, Kansas City, Mo.—Granted license to cover CP; 950 kc., 1 kw. night, 2½ kw. day; unlimited.

KWKH, Shreveport, La.—Granted modification of special temporary experiment authority for approval of proposed directional antenna system.

WTAR, Norfolk, Va.—Granted CP to make changes in equipment.

WJMS (portable), Ironwood, Mich.—Granted modification of CP to reduce power from 75 to 55 w.; change commencement date to Aug. 10 and completion date to Oct. 10. All other terms of existing CP to remain unchanged.

KIKI (portable), near Monroe, La.—Granted license to cover CP, 2150 kc., 75 w.

WAAT, Jersey City, N. J.—Granted renewal of license on a temporary basis subject to such action as the Commission may take on pending application and on application for renewal.

KRGV, Weslaco, Tex.—Granted renewal of license on a temporary basis subject to such decision as the Court of Appeals for D. C. may render in the case of Magnolia Petroleum Co. and Sabine Broadcasting Co., Inc.

WTNJ, Trenton, N. J.; WDEL, Wilmington, Del., and WNEW, Newark, N. J.—Extended present licenses for three months from October 1, subject to such action as may be taken upon applications for renewal pending before it.

KWKH, Shreveport, La.—Modification of special temporary experiment authority to modify conditional clause No. 2 so as to permit a field intensity survey to be made during D. hours. Also for approval of transmitter site authorized at Mooringsport Road, near Shreveport. And to operate station without an approved frequency monitor for a period not to exceed 18 days.

WPRO, Providence, R. I.—Modification of special temporary experiment authority to modify conditional clause so as to permit field intensity survey tests to be made during D. hours for period not to exceed 30 days.

WDAE, Tampa, Fla.—Extended special temporary experiment authority to operate with additional 1½ kw. until LS from Oct. 1 until April 1, 1935.

KGGF, Coffeyville, Kans.—Special temporary authority to operate specified hours provided WNAD remains silent.

WNAD, Norman, Okla.—Special temporary authority to operate specified hours provided KGGF remains silent.

KGHL, Billings, Mont.—Extension of special experiment authority to operate on 780 kc., from Oct. 1 until Jan. 1, 1935.

WIBA, Madison, Wis.—Extension of special temporary authority to operate with additional 500 w. power during night-time from Oct. 1, and pending action on application for special experiment authority heretofore set for hearing, but not later than Dec. 1.

WNEL, San Juan, P. R.—Special temporary authority to erect a temporary antenna pending decision of temporary injunction but not later than Nov. 1.

WGPC, Albany, Ga.—Special temporary authority to operate from LS to 7 p. m., CST, not exceeding 30 days.

WHBI, Newark, N. J.—Special temporary authority to operate station without approved frequency monitor for period not to exceed 10 days.

KTSA, San Antonio, Tex.—Extension of special experiment authority to operate on 550 kc. with 1 kw. power night, 2½ kw. day, from Oct. 1 to April 1, 1935.

Set for hearing: WORC, Worcester, Mass.—Modification of license to change frequency from 1200 to 640 kc.; increase power from 100 to 500 w. To be heard before Commissioner en banc, on Oct. 22. WAAB, Boston.—CP to move transmitter to site to be determined, install new equipment; change frequency from 1410 to 640 kc. and power from 500 w. to 5 kw., to be heard before Commission en banc, on Oct. 22; WFLA-WSUN, St. Petersburg.—Special experiment authority to install new equipment change frequency from 620 to 640 kc., increase power from 250 w. night, 500 w. LS, to 5 kw., to be heard before Commission en banc Oct. 22; KSO, Des Moines.—Special experiment authority to increase power experimentally from 250 w. night, 500 w. LS, to 500 w. night, 1 kw. LS, for period ending Nov. 1; NEW, Eastland Company, Portland, Me.—CP, 640 kc., 100 w. D., to sunset at Cleveland, but if application of WJAY for 640 kc. denied, D. to sunset at Los Angeles (facilities of WRDO), to be heard by Commission en banc, Oct. 22; NEW, Irving D. Disson, Pittsfield, Mass.—CP, 640 kc., 1 kw., D., to be heard before Commission en banc, Oct. 22.

KFEQ, St. Joseph, Mo.—Granted petition to take depositions in re application for renewal of license.

Markham Thompson, Rotary Club, San Benito, Tex.—Denied petition to send program from San Benito to XEAW, Reynosa, Mexico.

NEW, Samuel Nathaniel Morris, Stamford, Tex.—Ratified grant of authority to take depositions in re application for new 100 w. station at Stamford, Tex.

WINS, New York; and WDGY, Geo. W. Young, Minneapolis, Minn.—Ratified action in extending indefinitely hearing scheduled for Sept. 24. This action was taken at request of applicants who sought to operate simultaneously on clear channel 1180 kc.

KGGM, Albuquerque.—Reconsidered grant made Sept. 7, authorizing local move, and case designated for hearing.

WDEL, Wilmington, Del.—Ratified grant of request for continuance of 60 days of application of WOV for CP which was fixed for Sept. 27, because of illness of an interested party. WOV joined in the request.

WALR, Zanesville, O.—Reconsidered and granted application to move station from Zanesville to Toledo, O.

WOAI, San Antonio, Tex.—Granted petition to continue hearing scheduled for Sept. 26 on application of Samuel Nathaniel Morris for CP for new station at Stamford, Tex., to operate on 1200 kc., 100 w., so that the applications of Seth L. Leachman and A. L. Chilton now pending before the Commission can be considered and designated for hearing.

KTAR, Phoenix, Ariz.; and WTMJ, Milwaukee, Wis.—Ratified grant of request to continue until Oct. 18, the time within which exceptions may be filed to Examiner's report involving the application of KTAR, Phoenix, for modification of license to increase night power from 500 w. to 1 kw. A similar extension was recently granted to KGW.

WJAY, Cleveland.—Application to operate on 640 kc. to sunset at KFI, with 500 w., redesignated for hearing.

NEW, Tallahassee Broadcasting Co., Tallahassee, Fla.—CP to erect new station, 1310 kc., 100 w. unlimited time, heretofore designated for hearing, was denied because applicant failed to enter appearance within time allowed.

WIBG, Glenside, Pa.—Modification of license 970 kc., 100 w. night, 100 w. LS, until LS, at Chicago, giving 1 night hour. Application heretofore designated for hearing was dismissed at request of applicants.

WATR, Waterbury, Conn.—Modification of license 1200 kc., 100 w. unlimited. Application heretofore set for hearing, was dismissed at request of applicant.

WMBD, Peoria, Ill. (Ex. Rep. 549).—Denied modification of license to change hours of operation from sharing with WTAD to unlimited time; decreased day power from 500 w., 1 kw., LS, to 500 w. day and night; 1440 kc. (facilities of WTAD). Commissioner Brown voted to grant WMBD full time on 1440 kc. and to grant license to WTAD for full time operation on 1910 kc.

WTAD, Quincy, Ill.—Granted renewal of license, 1440 kc., 500 w., share with WMBD. Examiner Walker was reversed in WMBD case also WTAD case.

KICK, Carter Lake, Ia. (Ex. Rep. 562).—Granted consent to voluntary assignment of license from Red Oak Radio Corp., to the Palmer School of Chiropractics; 1420 kc., 100 w., unlimited time; granted CP to move station from Carter Lake to Davenport, change equipment; change frequency from 1420 to 1370 kc., 100 w., unlimited; also to change call to WOC. Examiner Hill sustained.

Applications . . .

SEPTEMBER 11

WEBR, Buffalo, N. Y.—CP to make changes in equipment, move transmitter, change frequency from 1310 kc. to 630 kc., and increase power from 100 w. night, 250 w. D. to 500 w. Amended to omit request for transmitter move, request 800 kc., 1 kw., and limited time until 1 hour after LS.

WEBR, Buffalo, N. Y.—Modification of license to change hours of operation from unlimited to night-time, from 1 hour after LS, 100 w. power.

WJAY, Cleveland.—Modification of license to change frequency from 610 kc. to 640 kc., power from 500 w. to 1 kw., and hours of operation from D. to specified. Amended to request 500 w., limited time.

WHP, Harrisburg, Pa.—Modification of license to increase power from 500 w. night, 1 kw. D., to 1 kw. day and night.

NEW, F. L. Whitesell, Forty Fort, Pa.—CP to operate on 930 kc., 500 w. D. Amended to change transmitter site.

WKJC, Lancaster, Pa.—License to cover CP authorizing changes in equipment and increase in D. power.

WDBJ, Roanoke, Va.—License to cover CP authorizing changes in equipment and increase in power.

KWEA, Shreveport, La.—CP to move station to a site to be determined, Baton Rouge, La., make changes in antenna and change frequency from 1210 kc. to 1500 kc.

NEW, M. D. Smith, Jr., d/b as Smith Broadcasting Co., Chattanooga, Tenn.—CP to operate on 1420 kc., 100 w., unlimited time.

NEW, Dr. Wm. J. Reynolds and Wm. J. Reynolds, Jr., Selma, Ala.—CP to operate on 1500 kc., 100 w., D.

NEW, The Ardmoreite Publishing Co., Inc., Ardmore, Okla.—CP to operate on 1210 kc., 100 w., unlimited time.

WCBD, Zion, Ill.—Modification of license to move main studio from Zion to Waukegan, Ill.

WTRC, Elkhart, Ind.—CP to make changes in equipment.

NEW, Hauser Radio Co., Ventura, Calif.—CP to operate on 1160 kc., 100 w., D.

KRKD, Los Angeles.—CP to install new equipment and increase power from 500 w. to 1 kw. night, 2½ kw., D.

KSLM, Salem, Ore.—Modification of CP authorizing erection of a new station, requesting installation of new equipment, increase in power from 100 w. to 100 w. night, 250 w., D., and hours of operation from D. to unlimited and extension of commencement and completion dates. Amended to omit request for increase in power and changes in equipment.

SEPTEMBER 12

WMAL, Washington, D. C.—Modification of license to use present licensed main transmitter as auxiliary and present licensed auxiliary as the main transmitter.

NEW, A. L. Chilton, Kilgore, Tex.—CP to operate on 1200 kc., 100 w., unlimited time.

WAMC, Anniston, Ala.—Modification of CP authorizing rebuilding of station requesting approval of transmitter site, installation of new equipment and extension of commencement and completion dates.

NEW, Leo J. Blanchard, Fredericksburg, Tex.—CP to operate on 1120 kc., 250 w., sharing time with WTAW.

NEW, Clinton Broadcasting Co., Clinton, S. C.—CP to operate on 1120 kc., 500 w., D. Amended to request 620 kc., transmitter site to be determined.

NEW, Maynard Dowell, San Diego, Calif.—CP to operate on 1150 kc., 100 w., unlimited time.

Applications returned: NEW, Patrick J. Goode, New Haven.—CP to operate on 970 kc., 250 w., unlimited time; WGAR, Cleveland.—Authority to determine operating power by direct measurement; NEW, Willard G. Demuth, Uhrichsville, O.—CP to operate on 1420 kc., 100 w., D.; KPAC, Port Arthur, Tex.—License to cover CP for move of station; KMLB, Monroe, La.—Modification of CP authorizing changes in equipment requesting extension of commencement and completion dates; KOOS, Marshfield, Ore.—Modification of license to change hours of operation; NEW, Cache Valley Broadcasting Service Co., Logan, Utah.—CP to operate on 1420 kc., or 1370 kc., 100 w., unlimited time.

SEPTEMBER 13

WKBZ, Muskegon, Mich.—License to cover CP authorizing move of station from Ludington to Muskegon, Mich.

WGCM, Gulfport, Miss.—Modification of license to move main studio from Gulfport to Mississippi City, Miss.

SEPTEMBER 14

NEW, Eastern Broadcasting Co., Portland, Me.—CP to operate on 1210 kc., 100 w., unlimited time.

NEW, Patrick J. Goode, New Haven, Conn.—CP to operate on 970 kc., 250 w. limited time.

NEW, O. K. Broadcasting Co., Cleveland.—CP to operate on 1500 kc., 100 w., unlimited time.

NEW, O. K. Broadcasting Co., Louisville, Ky.—CP to operate on 1200 kc., 100 w., unlimited time.

WGAR, Cleveland.—Authority to measure operating power by direct measurement.

NEW, Willard G. Demuth, Uhrichsville, O.—CP to operate on 1420 kc., 100 w., D.

WQDX, Thomasville, Ga.—Voluntary assignment of license to H. Wimpy.

KWTN, Watertown, S. D.—Modification of CP authorizing move of transmitter requesting extension of completion date.

NEW, J. C. Lee & E. W. LEE, Riverside, Calif.—CP to operate on 820 kc., 100 w., D. Amended to request limited time and change of transmitter site.

WJIM, Lansing, Mich.—License to cover CP for the erection of a new station.

SEPTEMBER 18

NEW, Herbert A. Folsom, Augusta, Me.—CP to operate on 1370 kc., 100 w., unlimited time (facilities of WRDO).

WXYZ, Detroit.—Authority to transmit sustaining program for WXYZ over the stations of the Canadian Radio Commission.

NEW, Homer York, Lufkin, Tex.—CP to operate on 1340 kc., 250 w., unlimited.

KMLB, Monroe, La.—Modification of CP to make change in equipment requesting extension of completion date.

NEW, E. W. Patrick, Brookfield, Mo.—CP to operate on 1310 kc., 100 w., unlimited.

WCRW, Chicago.—License to cover CP for installation of new equipment.

WCLO, Janesville, Wis.—Voluntary assignment of license to Gazette Printing Co., Inc.

WBBM, Chicago.—Modification of special experimental authorization for synchronous operation with KFAB, from LS to midnight, not beyond 2-1-35.

KFAB, Lincoln, Nebr.—Modification of special experimental authorization for synchronous operation with WBBM, from LS to midnight, not beyond 2-1-35.

KGIR, Butte, Mont.—CP to install new equipment and increase day power to 2½ kw.

KSEI, Pocatello, Idaho.—Modification of CP to move studio and transmitter, increase power. Amended to omit request for increase in power.

WTCN, Minneapolis.—Modification of CP to install equipment and increase power. Amended to request 2½ kw., LS experimentally.

SEPTEMBER 19

NEW, General Television Corp., Boston.—CP to erect a new experimental broadcast station to be operated on 1570 kc., 1 kw., and variable hours of operation.

WTBO, Cumberland, Md.—Modification of license to change hours of operation from D. to from 6 a. m. to LS at Dallas, Tex.

WJIM, Lansing, Mich.—License to cover CP authorizing erection of new broadcast station for operation on 1310 kc., 100 w. nights, 250 w. D., unlimited time.

WEEU, Reading, Pa.—Modification of license to change hours of operation from D. to unlimited using power of 500 w. night, 1 kw. D.

NEW, Ohio Valley Broadcasting Corp., Parkersburg, W. Va.—CP to operate on 1420 kc., 100 w., unlimited time. Amended re transmitter site.

KTSA, San Antonio.—Extension of special experimental authorization to operate on 550 kc., 1 kw. night, 2½ kw. D., from 10-1-34 to 4-1-35.

KGKL, San Angelo, Tex.—CP to install new transmitter, change frequency from 1370 kc. to 940 kc., and increase power to 500 w. night, 1 kw. D. Amended to request to move transmitter locally.

W10XDD, Evansville on the Air, Inc., Portable-Mobile.—License to cover CP for general experimental broadcast station for 31100, 34600, 37600 and 406000 kc., 2.4 w.

W9XAL, Kansas City, Mo.—CP for an additional transmitter for 42000-56000, 60000-86000 kc., 150 w.

WWAE, Hammond, Ind.—CP to make changes in equipment, change frequency from 1200 kc., to 1010 kc., increase power from 100 w. to 500 w. and hours of operation from sharing with WFAM to unlimited.

WCFL, Chicago.—Extension of special experimental authorization to operate unlimited time for period 11-1-34 to 5-1-35.

KSLM, Salem, Ore.—Modification of CP authorizing erection of new broadcast station requesting extension of completion dates.

Application returned: NEW, Bamberger Broadcasting Service, Inc., Newark, N. J.—CP to erect a new general experimental broadcast station to be operated on 41000, 44000 kc., 1 w.

SEPTEMBER 20

WATR, Waterbury, Conn.—Modification of license to change hours of operation from D. to limited time, 100 w. power.

WTAR, Norfolk, Va.—CP for the installation of new equipment.

WGPC, Albany, Ga.—Modification of license to change hours of operation from D. to unlimited time, 100 w. power day and night.

NEW, E. B. Gish, Abilene, Tex.—CP to operate on 1420 kc., 100 w., unlimited time.

KNOW, Austin, Tex.—Special experimental authorization to install new transmitter, change frequency from 1500 kc. to 1290 kc., and increase power from 100 w. to 250 w.

KPAC, Port Arthur, Tex.—License to cover CP for removal of transmitter and studio from Brownsville to Port Arthur.

"Hotel Eagle," Eagle Pass, Tex.—Authority to transmit programs from Hotel Eagle, Eagle Pass, Tex., over XEPN, Piedras Negras, Mexico.

WTCN, Minneapolis.—Modification of CP as modified, for removal of transmitter from Fridley to Richfield, Minn., requesting changes in antenna system.

KTFI, Twin Falls, Idaho.—Extension of special experimental authorization to operate with an additional power of 500 w. at night from 10-1-34 to 4-1-35.

KOOS, Marshfield, Ore.—Modification of license to change hours of operation from D. to D. with additional night hours up to 7 p. m. PST, during months sunset occurs before 7 p. m., PST.

WISN, Milwaukee.—CP to move the transmitter to Wauwatosa, Wis.

SEPTEMBER 22

NEW, National Broadcasting Co., New York.—CP to erect a new general experimental broadcast station to be operated on 25700, 26000, 27100, 31100, 31600, 34600, 35600, 37600, 38600, 40600, 41000, 86000 to 400000 kc., 150 w.

WSYR-WSYU, Syracuse, N. Y.—CP to move the transmitter locally, install new equipment and increase power from 250 w. to 500 w.

WTBO, Cumberland, Md.—License to cover CP authorizing installation of new equipment.

WMEX, Chelsea, Mass.—License to cover CP authorizing erection of a new broadcast station for operation on 1500 kc., 100 w. night, 250 w. day, unlimited time.

WSGN, Birmingham, Ala.—Modification of CP authorizing installation of new equipment and increase in D. power requesting an extension of completion date.

NEW, Amzi G. Berber, Montgomery, Ala.—CP to operate on 1210 kc., 100 w., unlimited time.

KONO, San Antonio, Tex.—Modification of license to change hours of operation from specified to unlimited.

WDAG, Amarillo, Tex.—Modification of license to change frequency from 1410 kc. to 1120 kc. and hours of operation from specified to unlimited.

Applications returned: WSOC, Charlotte, N. C.—Special experiment authorization to change frequency from 1210 kc. to 880 kc. and increase night power from 100 w. to 250 w.; KRE, Berkeley, Calif.—CP to install new equipment and increase D. power from 100 w. to 250 w.

Examiners' Reports . . .

KGFK, Moorhead, Minn. Examiner Hill recommended (Report 1-4; Docket 2320) that Commission affirm its grant of CP to move KGFK from Moorhead to Duluth, Minn.

WWSW, Pittsburgh, and WMMN, Fairmont, W. Va.—Examiner Walker recommended (Report 1-5; Dockets 2342 and 2406) that WWSW be denied CP to shift from 1500 kc. to 890 kc. and increase power to 250 w. and 500 w. LS and that WMMN be granted renewal of license.

NEW, Lawrence B. Amelung, Washington, Mo.—Examiner Walker recommended (Report 1-6; Docket 2439) that application for CP on 1420 kc., 50 w., unlimited hours be denied.

NEW, Gino Amatucci, Latrobe, Pa.—Examiner Walker recommended (Report 1-7; Docket 2438) that application for CP on 1210 kc. 50 w., specified hours be denied.

Radio Speeds Selling

(*Continued from page* 19)

to every family in America before Fort Sumter was fired upon, April 12th, 1861? This is one of the greatest if's in history."

The advertisement then commented that the one man who might have averted the Civil War was limited to speaking in a few small halls and the advertisement finished up by saying, "You know how plain American citizens feel about President Roosevelt; how their deluge of letters and gifts on his recent birthday proved their trust and loyalty. What would have happened, we ask again, if Abraham Lincoln could have used the radio?" What can happen if any man uses it right?"

The successful advertisement, you will agree, is the one which shapes or reshapes the mass public thinking. Just as radio has proved its ability to shape opinion for Rosevelt, so it has for many business firms. Just as radio might have solved Lincoln's problems, so might it have those of many companies who suffered defeat in the war of depression.

Radio broadcast advertising is certainly a new factor in the field of distribution. It is speeding up distribution methods. Sellers of products that include this new aid must be sure that they regear their sales programs to fit the responsivenes sof radio. They must also be sure that they do not misuse this new tool of selling. Closer contact with the consumer and dealers is developed—the dealer develops a new interest in the help that advertising gives him through this most sensitive of all forms of modern distribution. Buying power and location of receiving sets parallel each other, which means an opportunity for more balanced marketing areas and selling plans. Be sure when you use radio that it blends in with your sales plan, and blends in with the tastes and desires of the mass of your customers and prospective customers. This new aid to distribution creates demand and builds selling enthusiasm—a double-edged tool at your service.

Dill Hits Program

(*Continued from page* 49)

two of 25,000 watts, twelve of 30,000 watts.

Of the 106 chain stations of the two networks replying, 82 favored such an organization and 34 opposed it. Of the 364 replies, 296 give some kind of news by radio and 141 use Press-Radio. Of these 141 such users, 100 said it was unsatisfactory, while 54 stations not using Press-Radio news declared it so unsatisfactory they would not use it.

Of the 364 replies, 213 favor sponsoring the news by commercial advertisers. So long as press associations give their stale reports to radio stations "as a public service," they will never permit the stations to secure commercial sponsors. This is another reason why many radio stations are so insistent for an associated radio news organization. They want news which can be sponsored.

I am not a member of this association nor have I any personal interest in or connection with any broadcasting station or radio news organization whatsoever. My interest is in radio, its development, its enlarged use for communication purposes, and most of all, its service for increasing the happiness of the human race. Yet I dare to urge this convention to take some positive action to enlarge and improve news by radio for the American people.

You can either appoint a small committee of members of this association with power to organize a non-profit, cooperative, station-owned news organization for such stations as desire to join, or empower your board of directors to take such action. If your board or such a committee will take charge of this work, you will find an amazing response by stations and radio listeners. The situation is ripe for action now.

There is one more consideration I desire to present in connection with such an organization. Those who hold radio licenses today are confronted with a serious and pressing demand that 25 per cent of existing radio facilities be granted to educational and religious stations. You are about to participate in hearings on the subject before the Communications Commission. What new service of an educational nature can you offer?

An associated radio news organization is one answer. It could present up-to-the-minute news flashes and brief news reports that would be different from newspaper reports. It could originate a new method of presenting such news also, by adding to the news flash statements concise, historical, scientific and human interest data. It would require men and women of big ability who could collect and concentrate facts quickly in relation to the news event, but radio can and should hire such men and women to do that kind of a service. No one station can afford it, but an associated radio organization combining their finances can.

The Ideal Program

MARLIN PEW once wrote that the ideal newspaper would be a newspaper in which every line would be of interest to every possible reader. So the ideal radio program would be a program, every part of which would be of interest to every possible listener. There is no program that will command so nearly 100 per cent attention and interest of radio listeners as a program of up-to-the-minute news events combined with interesting data bearing upon the subject of the news.

For years I have worked and fought in Congress and out of Congress for a free radio service, an interesting and informative radio service, and a service that would command advertising support because of its popularity.

I have helped to write and keep on the statute books a radio law that bases the grant and renewal of licenses upon public interest and public service. The supreme court has declared that law constitutional. It is the American plan of radio. It stands alone among the government-owned radio systems of the world. Its continuation depends on popular support.

News by radio will do more to maintain and strengthen that plan than any other feature broadcasters can use. I urge you: Seize it, use it, glorify it.

Press-Radio Officials Reply to Dill

(*Continued from page* 15)

reliable news gathering organizations that touch every civilized country in the world, and the collection and distribution of this news is free from the bias of censorship or governmental influence. These news gathering agencies have expanded under the fundamental guarantees of the Federal Constitution. Therefore, it would seem that the proposal which Senator Dill now offers is an attempt to change this established principle by removing the control of the news from a free agency and turning it over to an organization operating under government license, subject to direct and indirect threats of the government through the fear of revocation of a license for an unfriendly act. These are the principles involved in Senator Dill's proposal.

No Monopoly of News

"THE NEWSPAPERS and a majority of the radio stations are cooperating in working out a plan which will guarantee the broadcasting of news through the regularly established news gathering agencies.

"So long as there are more than 1,800 independently-owned and operated daily newspapers and three competing national news gathering organization in the United States there can be no monopoly of the news.

"Regardless of the Senator's attempt to invest the plan in the cloak of freedom of expression, the fact remains that no agency can be entirely uninfluenced so long as it operates under a government license.

"It is difficult to believe that the people of this country will approve such a backward step as Senator Dill proposes.

"In the face of what is happening in the countries of Europe, it is rather a daring procedure that the chairman of the Senate Committee, handling communications and occupying this responsible position in our government, is fathering the organization of a national news gathering agency.

"His plan is similar to those existing in some European countries in which their rulers are able to keep their people in ignorance of the facts, because, only such news is broadcast as is agreeable to the government.

"If the operation of free and uncensored news agencies is hampered or destroyed in this country the decline of democracy will soon follow."

Barrett Statement

The statement of Mr. Barrett follows:

"The address of Senator Dill on 'News by Radio' before the NAB Cincinnati on Sept. 17 contained several inaccurate statements concerning the Press-Radio Bureau and its news service.

"1. Senator Dill said: 'The listeners are disgusted with it. Most stations refuse to use it. Many newspapers say it is unsatisfactory ... even most of the stations now using the Press-Radio bulletins pronounce them highly unsatisfactory.'

"The fact is 210 important radio stations are using the service. If the listeners are disgusted with it, their disgust is not expressed to the Press-Radio Bureau. The bureau from the outset has welcomed frank expressions and criticisms and suggestions . We have received no such complaints as the Senator suggests, and it seems to be a recognized fact in radio that listeners are quick to complain but slow to praise. The bureau subscribes to a clipping service. We have seen very few editorials complaining that the bulletins are unsatisfactory. On the contrary the work of the bureau has been commended in the newspapers.

Defends Time Limit

"2. THE SENATOR asserted that the Press-Radio agreement is one-sided because 'it limits the time which stations may broadcast news to two five-minutes during each twenty-four hours. That is about 1,000 words a day.'

"The fact is, the Press-Radio agreement authorizes two five-minute broadcasts a day at stipulated times, but it also permits the issuance of special bulletins by the Press-Radio Bureau. Senator Dill makes no mention of the special bulletin service. Each of the two daily reports contains about 750 words, so that the daily total is 1,500 rather than 1,000, not including the special bulletins. The special bulletins during August totalled 110 and this number has already been exceeded in September. On the Morro Castle disaster, the Press-Radio Bureau issued 44 special bulletins as fast as the news came from the press associations.

"3. The Senator said: 'It (the Press-Radio agreement) fixes the time at which those bulletins shall be used, so that the news by radio shall not be broadcast until after it has been published in the newspapers.'

"The actual fact is that a large percentage of each day's bulletins from the Press-Radio Bureau is released for broadcast before they are printed in the newspapers. Our morning news report frequently contains news that break after the morning newspapers are sold and before the evening editions appear. The evening news report frequently contains news items that come out too late for the complete final editions of the afternoon papers and sometimes too late even for the sports editions. We frequently find that the evening news report carry news items that appear on the front pages of the next morning's papers.

Basis of Selection

"4. THE SENATOR said: 'Representatives of the press associations, and they alone, determine what news shall be broadcast and what shall not be broadcast.

"The fact is, the Press-Radio Bureau editors select the news to be broadcast, and they aim to make the selection as representative and as interesting as they can —from the standpoint of importance and of human interest. The Press-Radio Bureau editors are certainly not the representatives of the press associations. The bureau was created as an independent clearing house for news with the right and duty of exercising its own judgment as to what is to be put into the Press-Radio reports and special bulletins. The press associations, since the beginning of the bureau, have offered no suggestions at all as to what should be included in the reports or omitted from the reports. Suggestions have been received from broadcasters as to what should be included or omitted. These suggestions have proved often very constructive and helpful and have been adopted by the bureau.

"5. Senator Dill said: 'The representatives of the press associations and they alone, write the language of the broadcast copy, and literally hundreds of station managers say the language is uninteresting and tiresome.'

Origin of Bureau

"HERE AGAIN, the Senator assumes that the Press-Radio Bureau is the representative of the press associations, an assumption not warranted by the history of the Press-Radio agreement. The bureau came into existence by action of a committee representing not only press associations, but newspaper publishers and radio stations. A place on this committee is still open for a representative of the National Association of Broadcasters. The work of the bureau is directed by this committee and only by the committee. So far as the press associations are concerned, they have given no attention to the language of the reports, that being left for the Bureau to work out. The technique of writing news for the air is still in the experimental stage everywhere, and I do not understand that anyone has perfected the art. However, in working out a method of presenting news for the air, the Press-Radio editors have welcomed and frequently adopted suggestions from the broadcasters. We have received no complaints to indicate that "hundreds of station managers say the language is tiresome and uninteresting." An impartial survey of radio listeners would be the best method of determining their opinion. It may interest Senator Dill to know that seven stations in his own state of Washington have recently sub-

Market With MONEY!

Among the fifteen largest markets, Milwaukee rates—

Home Ownership 3rd
Automobile Ownership ... 5th
Radio Ownership. 2nd
Industrial Payrolls 6th

Covered Thoroughly ONLY by

WTMJ
THE MILWAUKEE JOURNAL STATION
EDWARD PETRY & CO.

100% INCREASE IN POWER!

WTOC

"Welcome to our City"

SAVANNAH IN GEORGIA

"The Empire State of the South"

NOW 1,000 WATTS

NO INCREASE IN RATES
ON CONTRACT BASIS

WTOC is affiliated with the Columbia Broadcasting System. No other chain outlet is located within 150 miles. No other chain reaches the Savannah territory with daytime coverage. The increase in power to 1,000 watts, at no increase in rate on the contract basis, will materially reduce the cost per listener—making WTOC the most effective and economical station to reach the Savannah trading area.

SAVANNAH BROADCASTING COMPANY
DeSoto Hotel, Savannah, Georgia
PAUL H. RAYMER CO., *Exclusive Representatives*
NEW YORK CHICAGO SAN FRANCISCO

Dill Holds Harris Befogs News Issue

KLX Operator Hits Proposal; Senator Cites Censorship

REPLYING to Chairman Harris' answer to his NAB address on radio news, Senator C. C. Dill, co-author of the radio and communications laws, charged Mr. Harris with trying to "befog the issue when he states that an independent radio news service would be a government news service." (The speech by Senator Dill and the replies of Chairman Harris and James W. Barrett, head of the Press-Radio Bureau in New York, are published in full elsewhere in this issue.)

At the same time J. R. Knowland, publisher of the *Oakland Tribune*, which also operates KLX, and chairman of the Pacific Coast Division of the Press-Radio Bureau, took occasion to dispute Senator Dill's assertion that 80 per cent of American radio stations are in favor of setting up a radio news agency of their own. He said:

Voices Objection

"ALTHOUGH I am a radio station owner as well as a publisher, I would not undertake to tell the broadcasters of the country what they should do. However, I would hesitate to make my station liable for its share of the bill for organizing and operating another news service in the face of the $35,000,000 it costs press associations of the country annually to gather their reports, which, through the Fress Radio Bureau, keep American radio listeners informed promptly of important world happenings."

Senator Dill's statement follows:

"The government would have nothing whatever to do with this service. Radio stations would present the news, and since they are licensed to serve the public interest they would not dare omit, exaggerate, or distort news as many of the newspapers do, and especially as they did with my speech in Cincinnati.

"If they did so, listeners would immediately attack them as not operating in the public interest. This would cause hearings which would endanger renewal of their licenses, so radio stations would automatically give the people both sides of every public controversy, a service so many newspapers now fail to give.

Hits "Censorship"

"WHEN Mr. Harris complains about censorship, I recall that his own Press-Radio Bureau now censors all national and world news by radio. Press associations and they alone determine what news may be broadcast. They write the language in which it is broadcast. The Press-Radio agreement forbids the broadcasting of any other national or world news whatsoever, as that would interfere with this press censorship. It is because of this censorship that radio must have its own news service to give the people the whole truth about public controversies."

★

There are more

REGULAR LOCAL ADVERTISING ACCOUNTS ON KQV THAN ON ALL 3 PITTSBURGH CHAIN STATIONS PUT TOGETHER

What is meant by "regular" is accounts that use KQV 52 weeks a year, year in and year out. Many such accounts use KQV to the practical exclusion of newspapers and other advertising.

KQV

REAL PITTSBURGH COVERAGE

500 WATTS

CHAMBER OF COMMERCE BLDG. PITTSBURGH, PA.

To 80,000 PLACES

IN THE UNITED STATES AND CANADA

● 95% of all telegraph traffic of the country is between cities in which Postal Telegraph maintains its own telegraph offices for the *sole* purpose of receiving, transmitting and delivering telegrams. There is no point for which Postal Telegraph will not accept and transmit your telegram with promptness... with dependability... with accuracy.

Postal telegraph is the only American telegraph company that offers a world-wide service of coordinated telegraph, cable and radio communications under a single management.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 28th and 13th of month preceding issue.

Help Wanted

Aggressive 100 watt station in city of over quarter million population has opening for salesman with previous 100 watt experience. If you have proven sales record, and ability to hustle we can both make good money. No floaters considered. Box 218, BROADCASTING.

New broadcasting station in Ohio wants production or program manager. State qualifications and salary expected. Box 228, BROADCASTING.

Experienced announcer by midwestern network station. State salary desired and qualifications. Box 223, BROADCASTING.

Situations Wanted

Young man (21) desires immediate position with radio station in office as stenographer, secretary, or junior executive. Ample experience, college training, pleasing personality and excellent references are among qualifications. Passed Civil Service Examination. Thoroughly understand music (piano and conducting). Could fill as announcer—diction and delivery excellent. Acted in managerial capacity. Will work on a limited non-pay basis to prove ability. Results absolutely guaranteed. Box 220, BROADCASTING.

STATION BUILDER

Available at once—network production, program and continuity manager. In radio since 1924. Has held every position from announcer to present executive post. Excellent record and finest references. Desires immediate change. Interested in position outside of New York. Salary secondary to real opportunity. Write 12th Floor, 1780 Broadway, New York.

Young man, 33, married, eight years radio. Experience: station management, program direction, production. Musician and dramatics. One of radio's pioneers, well known throughout industry. Good reason for being open for new connection. Box 222, BROADCASTING.

Experienced commercial man. In radio since 1924. Commercial end 5½ years; station, agency field. Sold over $100,000 spot time. Announcing, continuity, program, publicity experience. College graduate. Now employed. Desire connection progressive organization. Box 227, BROADCASTING.

Secretary-Stenographer: High type. Good background. Experience long, diversified, interesting fields. Interested in radio. Recently with featured radio lecturer major station. Desirous making similar contact New York City. Box 221, BROADCASTING.

Experienced broadcast operator desires change location. Prefer employment South or Southwest. Now employed. Age 31, married, conscientious and reliable. Full details on request. Box 224, BROADCASTING.

Production man. Experienced announcer, salesman and copywriter. 25 years old, college graduate, excellent references. Box 219, BROADCASTING.

Experienced engineer, announcer, continuity writer desires connection. Graduate of CREI. Have first class license. Box 217, BROADCASTING.

Announcer, engineer—six years experience, seeks position. Go anywhere. Box 216, BROADCASTING.

Radio operator wants job. Has first-class Broadcasting license. Experienced. Age 28. Married. Box 225, BROADCASTING.

Wanted to Buy

WANTED TO BUY—FOR CASH 100 or 250 watt used transmitter and speech input equipment. Send complete information including age, price and other particulars care Box 226, BROADCASTING, Washington, D. C.

For Sale

For Sale—Controlling stock in a two hundred and fifty watt station, doing a good business. Best of equipment. Write Post Office Box 276, Cumberland, Md.

The Other Fellow's Viewpoint . . .

Philco's Agency

To the Editor of BROADCASTING:

We note from your issues of Sept. 1 and Sept. 15 that you have mentioned three different advertising concerns as handling the Philco Radio advertising. However, in no case have you mentioned ours and we wish to inform you that we handle the entire Philco Radio account, including network broadcasting, local transcriptions, magazines, newspapers, etc., etc.

We will appreciate your making mention of this in your first available issue.

Very truly yours,
FRANK A. HUTCHINS,
Hutchins Advertising Co., Inc.,
Rochester, N. Y.
Sept. 13, 1934.

An Error Corrected

To the Editor of BROADCASTING:

On page 64 of your September 15th issue you have an article on the General Tire radio program starring Jack Benny. In this article you say that Hays MacFarland & Co. handle the General Tire account.

For your information, the radio advertising, as well as all other forms of advertising for this account are handled by this agency. I thought you would like to have this information.

JOHN YOUNG BROWN, JR.,
Vice President,
D'Arcy Advertising Co.
Sept. 13, 1934. Cleveland, O.

Our Convention Issue

To the Editor of BROADCASTING:

Your September 15 issue of BROADCASTING has just been received.

It portrays a great amount of labor and high grade of artistry, and a keen sense of informative news related in a manner that makes it keenly interesting.

You and your associates should be warmly congratulated for putting out this magnificent issue, and this Board desires to extend to you its warmest and most sincere congratulations, together with the earnest wish that your growth and prosperity will increase as rapidly as you richly deserve.

E. J. ADAMS, *Chairman,*
Special Board of Investigation, Federal Trade Commission, Washington, D. C.

Not Transcriptions

To the Editor of BROADCASTING:

In looking over the Sept. 15 issue of BROADCASTING with the directory of 1934 national and regional advertisers, we note that you have listed the Gluek Brewing Company of Minneapolis as a transcription account. Please be advised that this is not a transcription account. It is produced with live talent over KSTP by the Paul Hamilton Baker Associates Radio Advertising Agency, three periods a week—one program a hillbilly band, another an historical dramatic sketch titled "Seventy-seven Pages of History with the Gluek Brewing Company," and another period devoted to football facts.

We personally consider this a rather grave error. I would appreciate very much if you will endeavor to make necessary correction in the matter.

PAUL HAMILTON BAKER,
Paul Hamilton Baker Associates.
Minneapolis, Minn.,

Press-Radio Reply

(*Continued from page 52*)

scribed to the Press-Radio Bureau service, and they did not indicate upon signing that they considered the reports uninteresting and tiresome.

"6. The Senator says, 'There have been so many complaints that the press associations themselves have changed the agreement. The press associations have lately been giving brief flashes of world news too important to be held up until the newspapers have printed them. Such events as the killing of Dillinger and the SOS call from the *Morro Castle* steamship last Saturday morning are examples of this change. But even with this change the radio stations bound by this agreement must await the pleasure of the press associations as to what flashes they may broadcast and when.'

"The Senator apparently has forgotten that one of the points in the Press-Radio agreement from the first has been the issuance of special bulletins outstanding news. No modification of the plan was necessary. The plan clearly provides for this special service. The bureau began operations on March 1, and the second special bulletin which we sent out—date of March 3—was the escape of John Dillinger from Crown Point jail, and this bulletin was on the air before it was in the newspapers. On the *Morro Castle* disaster, largely as a matter of public service, the bureau sent out forty-four special bulletins, giving names of survivors, as fast as the news came from the press associations.

"As a guest of the National Association of Broadcasters at the sessions of their convention, it would be discourteous for me to suggest what methods should be followed in an impartial discussion of news by radio, but radio has accepted the duty of giving both sides of every public question, and even if the association does not deem it advisable to hear any other views than those of Senator Dill, I am sure all will agree that an accurate study of the facts should precede any steps toward the plan which the Senator has advocated."

CONGOIN CO., Los Angeles (health beverage), the middle of September began sponsorship of the "In-Laws" skit over KNX, Hollywood. The 15-minute sketch, written and produced by Hal Berger, had been a sustaining program. Lockwood-Shackelford Co., Los Angeles agency, handles the account.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D.C.

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Building,
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

PAUL GODLEY
and Associates
Radio Engineers
Montclair, N. J.
Phone Montclair 2-7859

FREQUENCY MONITORING SERVICE
Reference frequencies derived from the National Standard of Frequency of the National Bureau of Standards by continuous leased wire service.
For 24-hour Service
Phone GREENWOOD 2134
Washington Institute of Technology
Washington, D. C.

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

KEEP THIS LIST

The popularity of these stations is mounting every day! *This is the result of a progressive step forward.* These stations are associated in the World Program Service by which they are today able to broadcast programs by the leading talent in radio. Enthusiastic listening audiences are tuning in to something new and better. These stations are identified as unusual result getters for advertisers.

WAPI BIRMINGHAM, ALA.
KUOA FAYETTEVILLE, ARK.
KFPW FT. SMITH, ARK.
KLRA LITTLE ROCK, ARK.
KIEM EUREKA, CALIF.
KNX LOS ANGELES, CALIF.
KLX OAKLAND, CALIF.
KVOR COLORADO SPRINGS, COL.
KFEL DENVER, COLO.
KGHF PUEBLO, COLO.
WTIC HARTFORD, CONN.
WRUF GAINESVILLE, FLA.
WQAM MIAMI, FLA.
WCOA PENSACOLA, FLA.
WTFI ATHENS, GA.
WGST ATLANTA, GA.
WRDW AUGUSTA, GA.
WMAZ MACON, GA.
KIDO BOISE, IDAHO
WGN CHICAGO, ILL.
WJBL DECATUR, ILL.
WTAD QUINCY, ILL.

WHBF ROCK ISLAND, ILL.
WTAX SPRINGFIELD, ILL.
WGBF EVANSVILLE, IND.
WLBC MUNCIE, IND.
WBOW TERRE HAUTE, IND.
KWCR CEDAR RAPIDS, IOWA
WOC-WHO DES MOINES, IOWA
WMT WATERLOO, IOWA
KGGF COFFEYVILLE, KAN.
WLAP LEXINGTON, KY.
WDSU NEW ORLEANS, LA.
KWKH-KWEA SHREVEPORT, LA.
WEEI BOSTON, MASS.
WTAG WORCESTER, MASS.
WCSH PORTLAND, ME.
CKLW DETROIT, MICH.
WEBC DULUTH, MINN.
KSTP ST. PAUL, MINN.
WAML LAUREL, MISS.
WQBC VICKSBURG, MISS.
KMBC KANSAS CITY, MO.
KWK ST. LOUIS, MO.

KGBX-KWTO SPRINGFIELD, MO.
KFBB GREAT FALLS, MONT.
KGVO MISSOULA, MONT.
KFAB LINCOLN, NEBR.
KOIL OMAHA, NEBR.
KGGM ALBUQUERQUE, N. M.
WOKO ALBANY, N. Y.

WGR-WKBW BUFFALO, N. Y.
WOR NEW YORK, N. Y.
WHAM ROCHESTER, N. Y.
WFBL SYRACUSE, N. Y.
WSOC CHARLOTTE, N. C.
WBIG GREENSBORO, N. C.
WSJS WINSTON-SALEM, N. C.

WDAY FARGO, N. DAK.
WCKY CINCINNATI, OHIO
WHK CLEVELAND, OHIO
WAIU COLUMBUS, OHIO
WSPD TOLEDO, OHIO
KOMA OKLAHOMA CITY, OKLA.
KVOO TULSA, OKLA.
KFJI KLAMATH FALLS, ORE.
KOIN PORTLAND, ORE.
WCBA ALLENTOWN, PA.
WKBO HARRISBURG, PA.
WCAU PHILADELPHIA, PA.
WCAE PITTSBURGH, PA.
WEEU READING, PA.
WGBI SCRANTON, PA.
WJAR PROVIDENCE, R. I.
WCSC CHARLESTON, S. C.
WIS COLUMBIA, S. C.
WFBC GREENVILLE, S. C.
WOPI BRISTOL, TENN.
WNOX KNOXVILLE, TENN.
WREC MEMPHIS, TENN.

WLAC NASHVILLE, TENN.
WDAG AMARILLO, TEXAS
KNOW AUSTIN, TEXAS
KRLD DALLAS, TEXAS
KTSM EL PASO, TEXAS
KTAT FT. WORTH, TEXAS
KTSA SAN ANTONIO, TEXAS
WACO WACO, TEXAS
KGKO WICHITA FALLS, TEXAS
KDYL SALT LAKE CITY, UTAH
WEHC CHARLOTTESVILLE, VA.
WRVA RICHMOND, VA.
WDBJ ROANOKE, VA.
KXRO ABERDEEN, WASH.
KOMO-KJR SEATTLE, WASH.
KIT YAKIMA, WASH.
WOHS CHARLESTON, W. VA.
WHBY GREEN BAY, WISC.
WISN MILWAUKEE, WISC.

KGMB HONOLULU, HAWAII

2GB SYDNEY, AUSTRALIA

This unique method solves the problem of cost of talent for advertisers. It enables an advertiser to test his campaign at a modest cost. It is as flexible as buying newspaper space. National, regional, and local advertisers are finding that it cuts production costs to a nominal figure. Auditions and full information at any World office, or ask the manager of any associated station.

WORLD BROADCASTING SYSTEM, INC.

50 WEST 57TH STREET, NEW YORK, N. Y.

Offices and Recording Studios at

400 West Madison Street, Chicago, Ill. 555 South Flower Street, Los Angeles, Cal.

SOUND STUDIOS OF NEW YORK, INC. SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE